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presstime

SPECIAL REPORT

The expanded Newspaper Center



ANPA's
Editorial
Ring

chairman's corner

Concept of Newspaper Center is made a reality by new wing

This year, with the completion of our new technical research and training facility and the consolidation of the entire ANPA staff under one roof in Reston, Va., ANPA headquarters is truly taking on the look of a "Newspaper Center."



William C. Marcil

With the arrival of the Institute of Newspaper Controllers and Finance Officers in September, the number of newspaper organizations now housed at The Newspaper Center has grown to 11. And more may come!

Other organizations located at the Center are the American Society of Newspaper Editors, the International Newspaper Promotion Association, the International Circulation Managers Association, the Newspaper Personnel Relations Association, the Society of Newspaper Design, the World Press Freedom Committee and our close associate, the Japan Newspaper Publishers and Editors Association.

So in addition to the services of ANPA, its Foundation and Credit Bureau, we now have organizations dedicated to the specific interest of newspaper editing, promotion, distribution, design, personnel relations and financial matters all located on the same premises.

Their expertise and assistance within the Center, if not just a few steps apart, are, at most, only an inter-office phone call away. And our staff works closely with the American Press Institute located next door.

We have commented often on the benefits derived in the co-location of organizations and departments—not only in regard to the spirit of cooperation it engenders among individual agencies, but also in enhancing the abilities of each organization to do a better job in serving its members, and, in turn, the entire newspaper business.

In addition, the many ANPA resources, including its 5,000-volume library, its voluminous central files, as well as departmental files and expertise, are immediately available to all departments and organizations housed in the Center.

The ANPA staff at Reston has long enjoyed the cooperation of the other groups located there. We have been involved in joint training endeavors, workshops, seminars, program planning, as well as in addressing various aspects of the newspaper business contingent to all of our interests. We have cosponsored conferences and seminars with ICMA, INPA, ASNE, NPRA, INCFO and others. Experience has taught us the undeniable benefits to be gained by co-location and cooperation of individual newspaper organizations. It increases our effectiveness in serving our memberships, the newspaper business and the public.

The concept of The Newspaper Center, which we have long championed, is now a reality.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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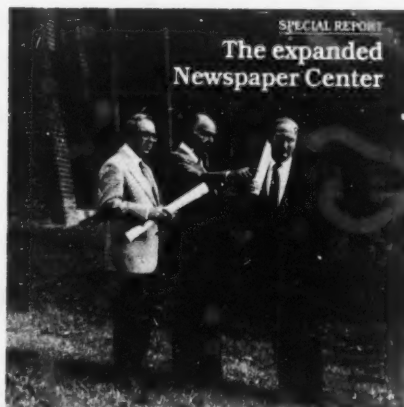
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(Cover photograph by Margaret Genovese.)



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The \$6-million addition to The Newspaper Center is up. The presses and other equipment are in. The people are moved. And for the first time since the turn of the century, the ANPA staff is housed under one roof.

It's the realization of a dream that many ANPA officials and newspaper publishers have been dreaming since the Association staff moved out of rented space in New York City 11 years ago and relocated in its own building in Reston, Va., about 20 miles west of downtown Washington, D.C.

"The consolidation of ANPA staff and services under one roof has many advantages—improved staff coordination, better resource management and a quicker response time to our members," says Jerry W. Friedheim, executive vice president and general manager. "This new facility and equipment will allow the ANPA staff team to do even better what it already does well."

The addition is occupied primarily by the Association's technical staff, which was formerly located in Easton, Pa. Also in the new wing are two related departments—Telecommunications Affairs and Newsprint and Traffic—and several others that moved from the older part of the Center.

That original building had become increasingly crowded in recent years, and the addition—which boosts floor space from 33,000 to 90,000 square feet—provides elbow room not only for ANPA but also for ANPA Foundation, ANPA/Credit Bureau Inc. and eight other newspaper-business organizations housed within the Center.

ANPA Chairman and President William C. Marcil, president and publisher of The Forum in Fargo, N.D., believes the accommodation of the other organizations' headquarters needs is a major advantage of the expanded center. "Not only will the new facility help us to better serve our members," he says, "it also will enhance our ability to improve and increase cooperation and communication among associations throughout the newspaper business."

The two-story, brick-and-glass addition is an architectural companion to the original Newspaper Center building to which it is attached. Both structures were designed and built by Wigton-Abbott Corp. of Plainfield, N.J.

Complete:

By Paul Kruglinski
presstime technical writer

The combined structure, which now houses about 160 ANPA employees and about 40 from the other associations, is nestled among the tall maple, oak and tulip poplar trees of Reston, a nearly-40,000-population "new town" that is springing up in the gentle hills of Northern Virginia.

The addition was financed through a special assessment on members of one year's dues, payable over three years. While some assessment payments continue to be paid, the building has been completed without the need to borrow any funds.

ANPA Director Katharine Graham, who was the Association's chairman and president when the membership approved the

assessment at the 1981 ANPA Convention in Chicago, calls the new facility "a fine tribute to the members of an active association in an active business." The chairman of The Washington Post Co. also says "it is a fine tribute to the late Len Small, who worked so tirelessly to get the project started." Illinois newspaperman Small was vice chairman of ANPA and one of the chief advocates of building the addition prior to his death in an automobile accident in the spring of 1980.

Day to day construction by Wigton-Abbott was overseen by Thomas C. Fichter, ANPA senior vice president and deputy general manager, and the building was actually completed in June.



After 72 years of separation, the Association's sundry parts come together in Virginia.

However, installation of equipment—including new donations valued at more than the \$6-million cost of the building (see story, p. 11)—was finished just before Thanksgiving; dedicatory ceremonies will take place Dec. 7 in conjunction with a meeting of the ANPA Board of Directors.

The need for a consolidated operation—in its own quarters rather than in scattered, leased buildings—was seen by ANPA board members many years ago. In 1970, when the decision was made to construct the original Reston building, the thinking included eventual plans to consolidate the organization in expanded quarters.

Like many national trade associations over the past decade, ANPA has experi-

enced a substantial increase in functions and a corresponding increase in personnel to carry them out. This contributed to the decision to build the addition to the Reston facility.

In addition to the technical staff and the Telecommunications Affairs and Newsprint and Traffic departments, the new structure houses ANPA's Training Services Department, Industry and Public Affairs Department, Foundation and personnel office. The Society of Newspaper Design also is located there.

The new structure provides four conference rooms equipped with audio/visual aids, chalkboards and other features designed for use in seminars, workshops and

meetings for visiting newspaper executives. There are also a kitchen, lunch room and outdoor patio area for dining.

The expansion enabled virtually every ANPA department occupying the older building to gain badly needed space. This also was true for many other Newspaper Center occupants: the Credit Bureau, the American Society of Newspaper Editors, the International Circulation Managers Association, the International Newspaper Promotion Association, the Japan Newspaper Publishers Association, the Newspaper Personnel Relations Association and the World Press Freedom Committee. It also allowed the Institute of Newspaper Controllers and Finance Officers to move its headquarters to The Newspaper Center.

Should future growth of ANPA and other newspaper associations dictate greater space requirements, two more stories can be erected atop the addition, or the existing patio area could be converted into office space.

While it's obvious that all of the ANPA staff as well as those of the other newspaper associations located at the Center have been helped by the addition, the Association's technical departments are the primary beneficiaries.

The technical staff has largely remained intact. Only 22 of the 50 people working at the Research Institute in Easton decided not to move to Reston, and most of them were clerical workers.

Those who did move, and the people hired to replace those who didn't, occupy one and a half times as much space as the Research Institute had in its outmoded quarters in Easton.

"The new laboratory and the state-of-the-art equipment housed in it will enable ANPA to develop more important technological breakthroughs in the future," says William D. Rinehart, vice president/technical. "Those future developments will allow the newspaper business to continue to be a competitive medium."

With the relocation to Reston, the technical departments of ANPA have been renamed. What was the Production

A priority in the design of the addition (left half of picture) was to keep the architecture consistent with the original building.

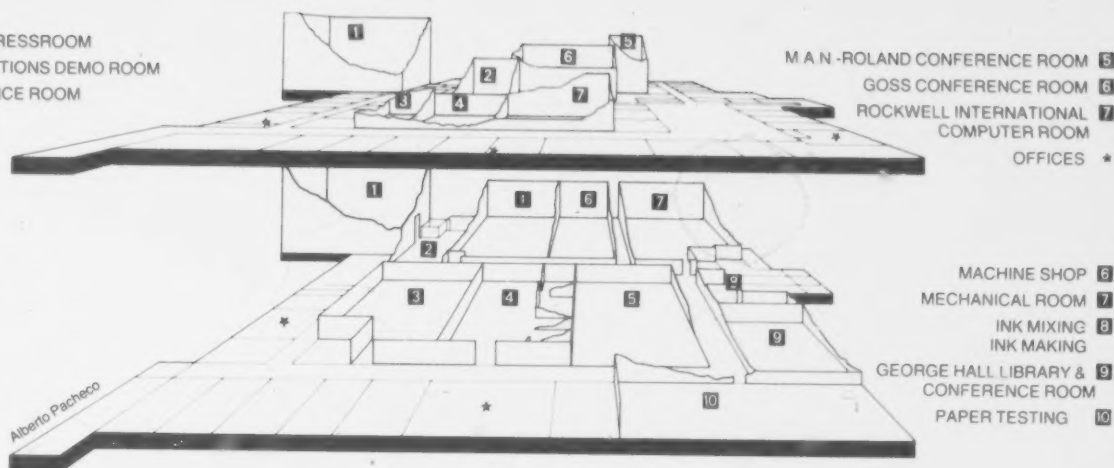


SECOND FLOOR

- 1 M.A.N.-ROLAND PRESSROOM
- 2 TELECOMMUNICATIONS DEMO ROOM
- 3 H.C.M. CONFERENCE ROOM
- 4 ELECTRONIC LAB
- * OFFICES

FIRST FLOOR

- 1 PRESSROOM
- 2 PAPER STORAGE
- 3 PLATEMAKING
- 4 PHOTO LAB
- 5 TRAINING
- * OFFICES



Floor plan shows the location of the major technical facilities within the two-story addition to The Newspaper Center.

Department is now Technical Services; the Research Center is now Technical Research.

Technical Services. The Technical Services Department occupies much of the second floor and part of the first floor of the addition.

According to the department's director, Peter P. Romano, Technical Services is now geared up to carry out four primary functions:

- Providing Technical Advisory Service—or TAS—in-plant consultation to newspapers to assist them in such areas as plant design, quality control, preventive maintenance and new equipment installation.
- Developing and conducting "hands-on" training programs at The Newspaper Center that address problems encountered by newspaper workers in grappling with new technology, and that give management personnel a technological perspective of the newspaper business.
- Managing the annual ANPA Operations Management Conference & Exposition.
- Gathering technical information that is disseminated through presstime and in special publications of the Association.

The TAS group was one of the least affected by the move; all eight members relocated to The Newspaper Center.

"The minute we moved in here," Romano says, "we were doing TASs."

Originally begun in 1964, the service has tailored its assistance to meet the existing and future needs of members as technology has progressed.

Initially, the staff concentrated on helping newspapers make the transition to offset printing and photocomposition. As

front-end systems evolved, the service offered training in that area. Currently, it is giving an increasing amount of assistance on matters that pertain to employees' relationship to their work place—so-called "ergonomic" concerns.

Plant design assistance has been an ongoing TAS service since its inception, and the construction of the addition at Reston has given ANPA engineers some additional insights into the nuances of building projects.

In addition, "The move provides an opportunity to centralize repetitive procedures," says Romano. "There is an instant sense of communications with all the resources of ANPA. Now there's one place for the membership to look for help." Under the previous, split arrangement, Romano adds, members "only got half the picture" at a time.

Like that of the Technical Advisory Service, the staff that oversees technical training was kept intact during the move to Reston.

However, the hands-on seminar program was disrupted somewhat because of the lag in getting all the necessary equipment up and running, says Arthur M. Boudreau, manager/technical training. He is confident the program will be running at 100 percent of capacity by Jan. 1.

The training program is poised to gain the most from the move to The Newspaper Center. While a Cottrell V-15 web offset press and some hot-metal equipment were left behind in Easton, a Goss Urbanite press, used primarily for training, and a great deal of other equipment were shipped. The other equipment includes a letterpress press line containing one Hoe Printmaster unit, one Goss Universal unit and the original ANPAPRESS™ unit.

Moreover, in conjunction with the opening of the new addition, ANPA acquired an abundance of new equipment donated by manufacturers—including a double-width M.A.N.-Roland Uniman 4/2 offset press and a Hell color scanner. Boudreau says that because of the new equipment, a number of metropolitan dailies have inquired about ANPA's technical training programs, especially the new ones made possible by the double-width offset press and related equipment. And the Uniman has prompted more interest in high-speed, four-plate-wide press operations.

The press is located in a two-story pressroom in the new wing. In an adjacent room are the two older, single-width presses that were shipped from Easton. The combination of these three presses gives the program the flexibility to address the needs of large, medium and small newspapers, Boudreau says.

Because the hallmark of the ANPA-developed training program is its hands-on dimension, which allows both craftsmen and executives the opportunity to use the equipment in a production setting, participants can get a "feel" for the work instead of just bland theory, he notes.

"They've got everything at their fingertips here," he says, referring particularly to executive-level personnel.

Although ANPA has been conducting seminars in color separation using a Berkeley direct-screen color separation camera, the Hell scanner will allow the development of advanced color, quality-control procedures.

Except for the increased color flexibility, the program—at least at the outset—will be run essentially as it was in Easton.

Boudreau says the training and seminar program will expand as vendors donate or

special report

loan other equipment to ANPA. "The expanded facility and equipment will allow greater flexibility," he says.

In addition to offering the Technical Advisory Service, conducting hands-on training, overseeing the annual ANPA trade show and disseminating information in publications, the Technical Services Department is a busy one in day-to-day service to member newspapers.

"The first priority is telephone requests for assistance by members in trouble," he emphasizes, adding that the number of such requests has picked up since the move.

In addition to the growing number of calls, Romano says his department since the move has had an increasing number of visitors—from as far away as Algeria, Japan and South Africa. Undoubtedly, the location of The Newspaper Center—seven miles from Dulles International Airport and about a half-hour's drive from Washington National Airport—is a factor.

Technical Research. The second major technical area of the Association, the Technical Research Department, is housed mainly on the lower level of the addition.

While some Technical Research goals remain essentially the same since the days of the pioneering ANPA Mechanical Department (see story, p. 10), the scope of the research and the breadth of the department's responsibilities to the newspaper business have expanded considerably, according to the department's director George Cashau.

As new technologies have come on line, the department has grown to meet the new challenges.

Cashau says the advantages gained in increased space and better working conditions in Reston have more than outweighed some losses in personnel, particularly in computer research. Additionally, the proximity of Reston to such valuable

resources as the Library of Congress, the National Bureau of Standards and the Naval Research Laboratory provide chemists and other ANPA technicians with increased research sources.

Cashau also observes that the Washington area offers a larger and more technically qualified labor pool from which ANPA can draw personnel.

Over the years, ANPA research engineers have gained a worldwide reputation for developing the new technology that has advanced the newspaper business. In recent years ANPA has played a major role in the introduction of newspaper offset printing, electronic editing systems, plastic plates, new press designs and kenaf, a pulp substitute in the manufacture of newsprint. Vice President/Technical Rinehart notes that every conceivable piece of equipment used in the newspaper business has been either developed or tested in ANPA laboratories or examined by ANPA technicians in the field.

Five of the department's seven sections—research engineering, development engineering, newsprint, photography and chemistry—have been assisting the business since ANPA began looking at the production side of newspapering nearly six decades ago; the computer research section was established in the mid-1960s and the environmental section in 1972.

The new wing affords the engineering

staff more room for mechanical drawing boards and technical documents.

Another benefit is the expanded machine shop. The shop acquired a new Bridgeport milling machine and a YAM lathe, which is capable of handling the Uniman's longer shafts.

With the additional equipment, the shop will have three lathes, two milling machines, a surface grinder, a band saw, four drill presses, two grinders, a complete welding shop, various sheet-metal equipment and an arbor press—or enough equipment "to do just about anything," Cashau says.

The machine shop was instrumental in building ANPAPRESS, the technological feather in the section's cap. That printing press made of aluminum, plastic and steel was developed in the mid-1970s and just now is finding its way into newspaper pressrooms [presstime, July 1983, p. 58].

The development engineering section picks up where research engineering leaves off—furthering ANPA-developed technology. It brings newspaper technical problems into the laboratory.

The engineers "visit newspapers to get ideas on production problems for input to the ANPA Research and Production Committee," explains Cashau.

An intimate relationship exists between the development engineering section and pressrooms of member newspapers.

That's because new production devices developed in ANPA laboratories must be field-tested on long test runs before being introduced industry-wide.

The development engineering section's primary tool is the press line consisting of the Hoe and Goss letterpress units, plus the ANPAPRESS with its anilox keyless inking system.

The ANPAPRESS unit is now being used to test water-based inks, and the Hoe unit is being used to test photopolymer plates and ANPAINK™, a non-petroleum-based ink.



Aerial photo shows The Newspaper Center's relationship to key facilities.

special report

Because ANPA has never had a double-width offset press, acquisition of the Uniman press will allow research into one-piece blankets, plate wear and toning problems and anything that involves high press speeds, according to Cashau.

"The press opens up a lot of avenues of research," he says, adding that it also will be instrumental in developing new quality standards, particularly for color printing.

For the newsprint section, the new building means a more modern setting for its testing of newsprint.

The ANPA Newsprint Quality Program monitors the quality of newsprint produced in the United States, Canada and Scandinavia based on samples supplied by newspapers. In a single year, the section will test 1,600 such samples for moisture, basis weight, caliper, smoothness, printability, printing opacity, brightness, tear, strength and color.

The tests provide comparative data on newsprint manufacturers, and results are made available to member newspapers in an annual report.

Three other laboratories exist in the department's chemistry section—two for ink testing and one for analytical chemistry. Equipped with about \$400,000 in testing equipment, these labs are the scene of research on inks and materials of environmental concern.

One of them is now investigating the potential of converting the technology of ANPAINK™—an environmentally sound, non-petroleum-based letterpress ink—to offset use. The Urbanite and Uniman presses will be used in the experimentation.

The other ink lab is responsible for testing newspaper inks for shade, strength, tinting, rub off and viscosity, among other characteristics.

The third lab, analytical chemistry, is an example of ANPA's ability to adapt to new governmental regulations and a changing world. The lab tests samples of materials submitted by newspapers and vendors to determine whether any contain substances of environmental concern (such as heavy metals and PCBs). The lab has been used to determine whether newspaper waste materials might have an impact on the environment, to certify content with ink pigment identification and to test industrial hygiene samples from the work place atmosphere.



Leesha Thompson attends to new locator map of ANPA members.

Because of the increased attention to environmental matters, this lab's activities are expanding, as are those of the entire environmental section.

"Nearly 100 percent of our work in the environmental section is to keep newspapers out of trouble with the government," says Cashau. "We're here when they need help."

The move to Reston is seen as a boon to the environmental section's efforts because of the proximity to the federal regulators.

The environmental section conducts studies on noise, ink mist, paper dust, chemicals (solvents, blanket wash, etc.) and VDTs (radiation and ergonomics). It also "keeps track of the Occupational Safety and Health Administration, the Environmental Protection Agency and the National Institute for Occupational Safety and Health," Cashau says.

More directly, the section helps newspapers cope with lengthy governmental forms and in litigation with local, state and federal regulators.

For the computer section, Reston and Northern Virginia's emergence as a leader in the so-called "high-tech" industry is bound to be an asset.

The computer section has been one of the most active ANPA components in the last two decades, producing such software

as Layout-80, the Newspaper Management Game, a newsprint inventory program, the Micromark computer dictionary and Request dB.

In the move to Reston, the section gained what one staffer calls "a real computer room" complete with a false floor, a Halon-gas fire-extinguishing system, and an independent heating and air-conditioning system. PDP-11/45 and PDP-11/23 central processing units were moved from Easton, and a VAX 11/750 mainframe computer was acquired. In toto, the section now muscles 500 megabytes of disk storage and 4.5 megabytes of operation memory.

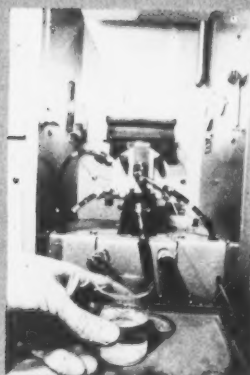
However, in terms of personnel, the computer group was the hardest hit by the move, losing four of the six researchers and two other employees. But Cashau expects no problem finding new, qualified computer researchers as needed.

For the members. While The Newspaper Center's new addition provides a host of added facilities and opportunities for the Association staff to better serve the members, it also offers greater convenience to newspaper publishers, managers and others visiting Reston.

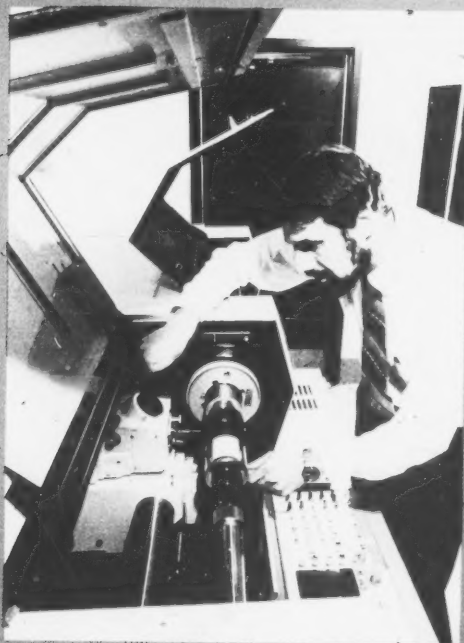
For example, a newspaper executive may now fly into Dulles International Airport, take a 10-minute cab ride to Reston, check in at a modern hotel and walk two short blocks from the hotel to The Newspaper Center to visit the consolidated ANPA as well as any of the other 10 newspaper organizations located there. "Of course," says Executive Vice President Friedheim, "if anybody needs to be picked up or delivered to either Dulles or National airports, we will arrange that."

Halfway between the hotel and the Center, the visitor can stop in at the American Press Institute, which conducts numerous seminars for newspaper personnel.

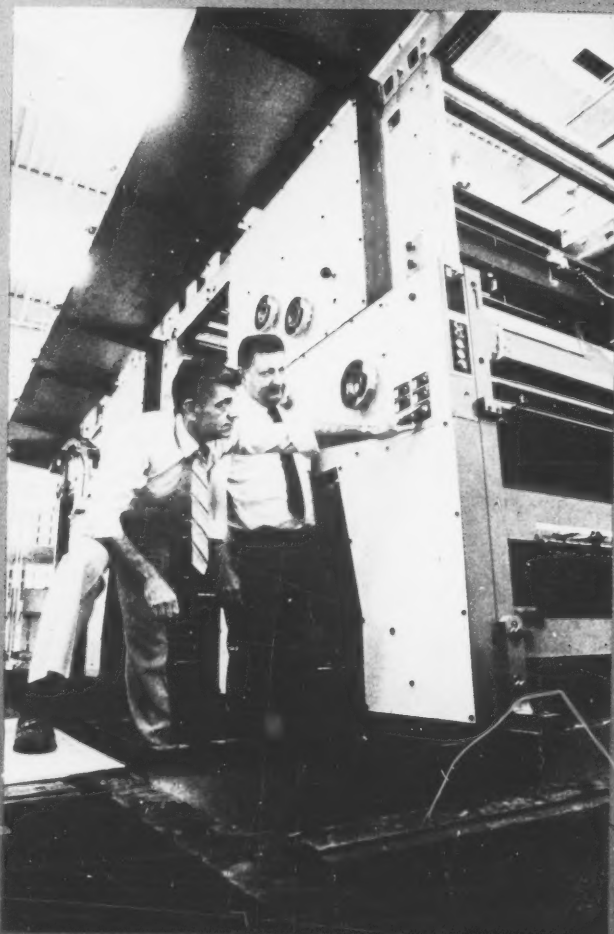
All the while, he or she will be only 20 miles from the seat of government. The trip by car from Reston to Washington will become quicker, too, because of the early December opening of a new road linking the Dulles Access Road and Interstate 66, and the scheduled completion next fall of a toll road adjacent to the Dulles Access Road. The toll road, which will provide direct access to Washington via I-66, will have two interchanges within a half mile of The Newspaper Center. □



Left: Environmental test is performed in analytical laboratory. Far left: ANPA's Arthur M. Boudreau (foreground) instructs foreign newspaper executives in VDT use. Below: Goss Conference Room was site of ANPA Foundation seminar.



Above: ANPA photography technician John Harrington checks over new Hell color scanner. Right: Romano (left) and Cashau check out installation of the new double-width M.A.N.-Roland 4/2 offset press.



ANPA's nomadic tendency comes to end

The consolidation of all ANPA functions and staff under one roof completes a circle that covers nearly a century. Those functions of the Association, established in New York City in 1887, became geographically fragmented as ANPA grew, but they are now unified again at The Newspaper Center in Reston, Va.

The final step of the consolidation unites what was formerly known as the ANPA Research Institute, located in Easton, Pa., with the Association's headquarters.

When ANPA began, it had only one office, in New York City. As the Association grew, however, it found the need to establish various departments to deal with ever-increasing demands. Sometimes, locations other than New York City were chosen. For example, a labor office was established in Chicago in 1900, moved to Indianapolis in 1911, returned to Chicago in 1933 and finally settled in Reston in 1976.

ANPA's technical arm also had its origin in New York City. In 1925, Charles F. Hart, production director of The New York Times, told the annual ANPA Convention:

"The mechanical departments of a newspaper have not been given the serious attention by the publishers (their) importance in the present day requires.

"There is not an industry in the country

that has been so sadly neglected by the engineer as newspaper printing."

The next year the ANPA Board of Directors created the Mechanical Department in New York City and installed Walter E. Wines, an innovative newspaper engineer, as its first manager.

Wines set the tone and goals of the newly formed department when he told the 1926 Convention:

"The present plans as they have been laid out to me for this work are to start this department by making it a clearing house, a depository, a central office, for the collection and dissemination of information. What it may develop from that no one knows."

With an eye on the bottom line, Wines added, "The aim of this Mechanical Department will be to increase the net revenue (of newspapers) by decreasing operating expenses."

The department performed well, cutting newsprint waste at member papers by 1 percent during its first nine years of existence, according to reports published in ANPA General Bulletins. But the Board, responding in part to the potential challenge of television, sought new technological responses for newspapers and began looking into establishing another department that would separate research from

other mechanical functions. By 1948, the Mechanical Research Department was a reality.

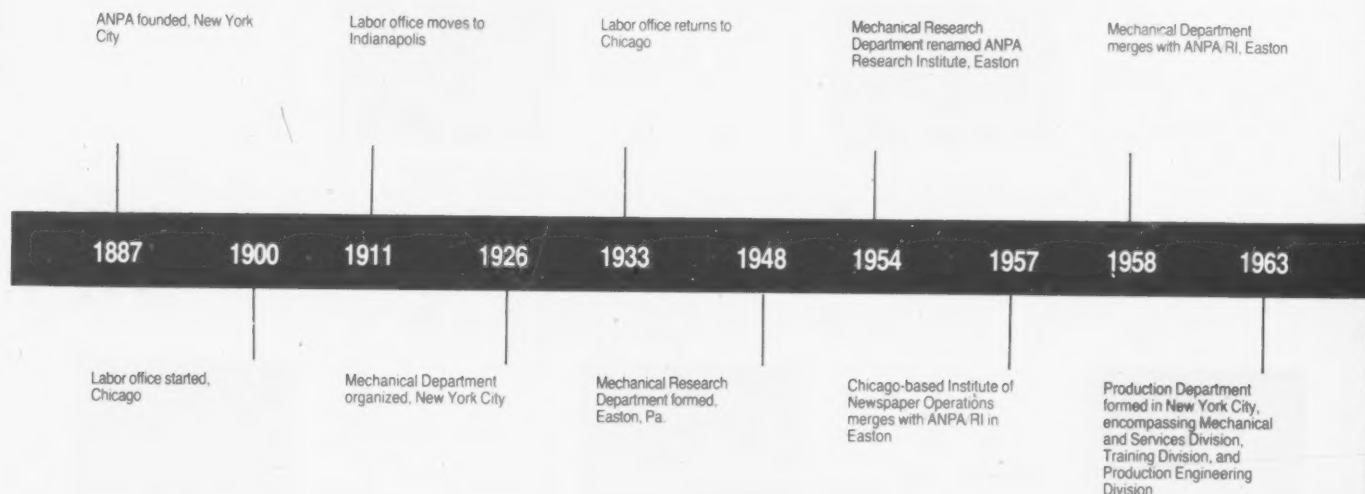
The location of this new department was Easton, primarily because of the interest in the production side of newspapering shown by J. L. Stackhouse, publisher of The Express in Easton. Initially, he donated quarters in downtown Easton for the department's use. Later, he sold ANPA 11 acres of land several miles from downtown Easton, and a laboratory was built on the site in 1950.

During the 1950s, the Mechanical Research Department expanded its facilities and operations. It was renamed the ANPA Research Institute in 1954. Three years later, it merged with the Chicago-based Institute of Newspaper Operations, whose activities were moved to Easton the next year.

To accommodate this and subsequent growth, a \$450,000 addition to the Easton building was constructed in 1962, tripling floor space.

The Mechanical Department remained in New York City during this period. In 1963, it was combined with ANPA's Training and Services Division into the Production Department. And eight years later, the Board directed that the Production Department be relocated to Easton.

Tracing ANPA's technical and labor offices as they moved from



The next move away from New York City was that of the headquarters. In 1972, ANPA vacated its rented space in Manhattan and moved to the Washington suburb of Reston—in part because the Association saw the financial benefit of owning its own building, but largely because the expanding role of the federal government in private business had made proximity to Washington almost essential for a major trade association.

The consensus of the Board at that time was that a consolidation of all ANPA operations in Reston would be desirable at some point in the future.

In 1976, the Board and the membership approved the relocation of the labor and personnel relations staff from Chicago to Reston.

And in 1981, as the space limitations and deteriorating condition of the Easton building became even greater concerns, the Board and the membership approved moving technical operations, staff and equipment to The Newspaper Center.

But while the technical operation has moved, its major mission has not changed. Director of Technical Research George Cashau, sounding very much like Wines, his predecessor with the old Mechanical Department, explains that mission this way: "We're still trying to produce a better communications vehicle more cheaply—whatever that might turn out to be."

place to place

Production Department moves to Easton

Labor office moves to Reston

1971 1972 1976 1983

ANPA headquarters moves to Reston, Va.

Technical departments move to Reston

Equipment, supplies exceed \$6-million cost of addition

Companies that manufacture and sell the equipment and supplies used to produce newspapers have been generous in donating or lending their wares to ANPA technical departments.

These vendors have provided millions of dollars worth of equipment now housed in the new addition to The Newspaper Center. In fact, the total worth of that equipment eclipses the \$6-million cost of the addition, according to Peter P. Romano, director/technical services.

William D. Rinehart, ANPA vice president/technical, says the Association and vendors have always had a close, working relationship.

"The suppliers recognize the role ANPA has played in moving the newspaper business from an antiquated hot-metal operation to a technologically advanced business," he says.

Much of the developmental work on ANPAPRESS™ and other ANPA-developed technologies was made possible because of donations of blankets, rollers, roller covers and plate saddles by such firms as W. R. Grace & Co., K&F Beach Manufacturing Co. and Jomac Roller Inc.

The move to Reston and the corresponding increase in space has given ANPA the opportunity to upgrade the equipment—virtually all of it either donated or on permanent loan—used in research and training programs.

For instance, M.A.N.-Roland USA Inc. donated a \$2.8-million Uniman 4/2 offset press [presstime, May 1982, p. 46]; M.E.G. (U.S.) Inc. donated the reel stands for the high-speed, double-width press; and Hall Systems Inc. donated a mailroom distribution system for the press and installed the press, reel stands and mailroom system at no cost to the Association.

Hall also installed at cost the Goss Urbanite single-width offset press donated by the Goss Co. and a Printmaster letterpress press donated by the Hoe Co. years ago.

HCM Graphic Systems Inc. donated a Hell electronic color scanner worth about \$300,000.

A \$500,000 donation by Rockwell's Graphics Systems Division allowed ANPA to expand and enhance activities through

the new research facilities and to furnish and equip several conference and training rooms.

While those donations have received a considerable amount of attention, what is not generally known is that such firms as Anchor/Lith-Kem-Ko, New England Newspaper Supply Co., Western Lithoplate & Supply and other firms regularly donate film, chemicals, blankets, stripping materials, plates and other materials used in the research and training programs.

Taft Equipment Sales Co. even donated a van for ANPA use. And all the major newsprint manufacturers donate newsprint on a rotating basis to The Newspaper Center.

"We got a lot of stuff in here we couldn't afford to buy," says George Cashau, ANPA director/technical research.

"The suppliers were willing to donate much more equipment," Rinehart points out, "but we only accepted equipment that would play a vital role in future research or training."

Other donors are:

Abitibi-Price Inc.	Hercules Inc.
American Hoechst Corp.	Inmont Corp.
Anitec Image Corp.	International Paper Co.
Anocoil Corp.	Itek Composition Systems
Associated Press	J. M. Huber Corp.
Baldwin-Gegenheimer Division	Kimberly-Clark Corp.
Bato Company Inc.	Kruger Inc.
Berkey Technical Co.	LogEscan Systems Inc.
Bowater Corp.	MacBeth
Chemco Photoproducts Co.	Mergenthaler Linotype Co.
Chesley F. Carlson Co.	Midwest Publishers Supply Co.
CIP Inc.	Mycro-Tek
Compugraphic Corp.	NAPP Systems (U.S.A.) Inc.
Consolidated-Bathurst Inc.	Nolan-Jampol Inc.
Consolidated International Corp.	Nova Scotia Forest Industries
Domtar Inc.	nuArc Co. Inc.
Donohue Inc.	Radio Shack
Dow Jones & Co. Inc.	Reed Paper Ltd.
Eastman Kodak Co.	Reeves Brothers Inc.
E. I. du Pont de Nemours & Co.	Roberts & Porter Inc.
Flint Ink Corp.	Rothsay Paper Ltd.
Garden State Paper Co. Inc.	Rycoline Products Inc.
Graphic Arts Technical and Consulting Services	Signode Corp.
Graphic Fine Color	Sun Chemical Corp.
Great Lakes Forest Products Ltd.	Texscan MSI
Great Northern Nekoosa Corp.	United Press International
	United States Printing Ink Corp.
	3M Co.

UNESCO conference devoid of rancor

By Marcia Fram
presstime staff writer

Contrary to expectations, compromise, not controversy, emerged from discussion of communications issues at UNESCO's 22nd General Conference, which ended Nov. 29.

The mid-November sessions dealing with the press were largely devoid of the ideological rancor that has polarized debate on the subject along East-West lines for the past decade.

Instead, the Paris conference reflected the realization that technology, not ideology, is the key communications need of Third World nations, according to U.S. observers at the conference. These nations, which have often used the international forum to express resentment of alleged Western media domination, now appear to

be aware that practical assistance from industrialized nations can help in developing their own media capabilities.

"For the first time since 1974, the tone of UNESCO's plenary discussion on communications was restrained. The stridency of the 1970s was nowhere evident," said Leonard R. Sussman, a member of the U.S. delegation.

"Indeed, it may be said that the giant UNESCO bureaucracy and its member states were seen to move, even slightly, in a westerly direction. After a decade of movement in other directions on communications issues, this was encouraging," said Sussman, who is executive director of Freedom House, a New York-based organization that monitors freedom—or lack of it—throughout the world.

Dana Bullen, executive director of the World Press Freedom Committee, said

that "while problems remain, if anyone is looking for an assault on the media at this conference serious enough to justify a U.S. withdrawal from UNESCO, they won't find it."

Bullen described the communications aspect of the conference as a "mixed bag," and a State Department official called it a collection of "plusses and minuses" for the Free World.

The fact that the conference was not disrupted by bitter debate over communications issues was by no means a certainty when the month-long meeting began Oct. 25.

At the outset, the Soviet Union circulated a resolution calling for what some Western officials termed a "blacklist" of media organizations perceived as "building up world tension and disseminating tendentious and slanderous messages

Soviet Union yielded on 3 proposals in Paris

By George P. Kennedy

As negotiators from East and West filed out of a room in UNESCO headquarters in



George P. Kennedy

Paris, American delegate Joseph P. Rawley, co-publisher of The High Point (N.C.) Enterprise, summed up the delegation's efforts: "It's been a good day's work."

His satisfaction was based on the fact that the United States, though

forced to give up one proposed amendment to UNESCO's communications program for 1984-85, had just seen the Soviet Union and East Germany surrender on three proposals, including the one most feared by the West.

Rawley's colleague, Helen Marie Taylor,

president of the James Monroe Memorial Foundation, was far less pleased. After all, the abandoned American proposal had been described, perhaps with some diplomatic hyperbole, as "the heart of our philosophy of communication." There had been other rhetorical retreats. And, referring to the work plan as a whole, she added hotly, "There's nothing in there about freedom of the press or private enterprise."

Those attitudes probably reflect the range of opinion among advocates of a Western-style press system at the conclusion of four days of public debate and private compromise.

The other side made no public pronouncements, but the Soviets and their allies cannot have been much happier than was Taylor. Not only had the most virulently anti-Western proposals been killed, but the only major Soviet resolution to be adopted had been rendered innocuous by rewording of key phrases.

To a first-time observer, it seemed significant that most of the watering-down was performed by the professionals of the UNESCO secretariat, acting in the name of Director General Amadou Mahtar M'Bow. The staff also dulled the edge of most

Western proposals.

Asked whether the director general always gets his way on disputed points, American Delegate Leonard Sussman replied with a grim smile, "only 98 percent of the time." If that power is now to be used less confrontationally than often has been the case, the press freedom advocates will have made an important advance.

Some of M'Bow's own comments, made in his reply to the general policy debate, had an encouraging ring. He took note of continued skepticism and reservations based on the fear that the organization's drive for a "new world information and communication order" would "restrict freedom of information and freedom of speech." Not so, he said.

"We are not concerned here with restricting freedoms that have already been won, but rather with extending those freedoms to people who are still deprived of them. To develop communication capabilities in places where such capabilities are minimal, not to say non-existent, is not to strike a blow against the freedom of others. Rather, it is to establish the conditions under which all voices can make themselves heard and freedom can become the

world press

that sow the seeds of alienation and enmity."

The United States reacted to this and other initiatives against press freedom by threatening to withhold its budget contribution to UNESCO. The United States currently provides one-fourth of the agency's funding.

The Soviet Union subsequently withdrew its proposal.

When it came time to decide UNESCO's budget for 1984-85, the U.S. delegation cast the lone dissenting vote, while 10 of the other 160 nations abstained, as the conference approved a 2 percent-plus increase to \$374.5 million. UNESCO's secretariat had proposed spending \$386.6 million, an increase of more than 6 percent, while the United States advocated a no-growth budget of \$360.6 million. (See story, p. 15.)

Communications policy was ironed out during the conference by a 60-member UNESCO group known as the Fourth Commission.

common possession of all."

The communications debate still left room for skepticism and reservations, along with the cautious optimism. Skepticism is rooted in recent history. UNESCO's almost 10 years of involvement in communications policy has shown that concepts like "freedom" and "all voices" are subject to sharply differing interpretations.

The prevailing interpretation in the organization's programs has appeared to Western eyes to put too much stress on strengthening governments' voices and too little on encouraging expression free of government controls.

After the Norwegian who heads the two-year-old International Program for the Development of Communication criticized "some rich nations" for their lack of financial support, Dana Bullen of the World Press Freedom Committee noted privately that only one of the IPDC's first 50 projects has been non-governmental.

Criticism and response illustrate the combination of economic reality and conflicting values that seems likely to make UNESCO's communications program the source of continuing strife, even without East-West polemics.

The reality is that the industrialized West dominates world communications—in news, entertainment and technology.

Free World countries notched a victory when the commission agreed to a UNESCO study of the "watchdog" concept of the press. This grew out of a West German resolution stating that one major function of the mass media is to report on abuses of power and on violations of human rights.

Also favored by the United States and approved by the Fourth Commission were UNESCO studies on censorship and self-censorship, the inclusion of media rights in a study of media responsibilities, a study of government media as well as private media, a series of case studies on the plurality of media forms and outlets, and ways to strengthen freedom of information.

On the other hand, the United States withdrew resolutions terming the "jamming" of radio broadcasts a violation of the free flow of information, and linking free flow of information to fundamental human freedoms.

Western delegations also failed to gain acceptance of studies on jamming and on

Much of the rest of the world dislikes and fears that domination but possesses neither the money nor the expertise to compete. The Western devotion to individual liberties is also in short supply in the majority of UNESCO member states.

In the conference debate, the delegate of Uganda said that his nation now boasts 18 independently published newspapers and magazines, but it has only two ancient presses and not enough newsprint to go around. The delegate of Trinidad and Tobago said her country is in danger of losing its "cultural identity" in the flood of television programs from the U.S. satellite in whose "footprint" those Caribbean islands lie. The Kingdom of Bhutan, its delegate said, has just one radio station, a weekly official newspaper and a quarterly magazine—all government-owned.

All three delegates, like most of the 82 speakers, urged better financing for UNESCO's program. Sixty percent of the \$28.8-million communications budget is allocated to the providing of equipment and the training of personnel. Nobody suggested that this amount will meet demand.

Although this conference avoided most of the controversy of the past, it left unresolved the underlying problems. It wasn't clear in Paris whether such problems can be solved.

press freedom in countries where the media are under government control.

However, they were able to blunt, but not stop, Soviet moves for international acceptance of a proposed "new world information order," which would impose international standards and restrictions on the press. The Fourth Commission indicated that UNESCO's communications policy is an evolving process, not a binding declaration, by substituting the words "charged with exploring" the NWIO proposal for "striving to bring about this order."

Particularly troublesome to Western nations is the prospect of continued UNESCO efforts to regulate journalists. Still on the agenda for UNESCO's future consideration are studies of journalists' codes of conduct and on ways to ensure their safety. In the past, efforts to "protect" journalists, particularly through the issuance of press cards, have been seen by Western nations as a form of state "licensing," which they oppose.

Western nations are also concerned that key phrases in UNESCO's communications policies could be interpreted as sanctioning increased state control over the press.

In addition to "protection" of journalists, UNESCO "code words" now include the "right to communicate," specific "working conditions" of journalists, and "participation" of non-media groups in media management, according to the WPFC's Bullen.

Policies worked out by the Fourth Commission at the Nov. 14-15 meetings on "Communication in the Service of Man" were scheduled to be on the agenda for UNESCO's plenary session Nov. 23.

Also undecided at press time was the fate of a resolution being considered by another UNESCO commission that would establish codes of conduct for transnational organizations, which could include the media.

New Turkish press law

Turkey has passed a new press law imposing long prison sentences and heavy fines on writers and editors whose articles are deemed a threat to national security or public morality. Under the law, publishers in violation could have their publications closed and presses confiscated. The law was passed Nov. 10 by the country's military-controlled National Security Council.

Special security precautions taken at IAPA meeting in Lima

A "rising tide of political violence" presents a "depressing and sometimes alarming story of a free press under attack from all directions," the Inter American Press Association has reported.

"Governments continue to close and harass newspapers, censor news, imprison journalists and conspire to restrict the flow of news," said the final report of the 1983 annual meeting in Lima, Peru, attended by more than 300 publishers, editors and news executives from 29 countries.

Extraordinary safety precautions set the tone of the four-day meeting, which began Oct. 24—the day after a terrorist bomb exploded two blocks from the hotel where most of the IAPA delegates stayed.

That incident, plus the group's glaring statistics showing that 20 journalists were killed in the Americas last year, made safety a prime concern. But at the same time, IAPA condemned a recent proposal by the International Press Institute to "protect" journalists on dangerous assignments by issuing international press cards [presstime, November 1983, p. 19].

A strongly worded resolution called the IPI initiative "a dangerous, ill-conceived concept that would lead to government control of who can freely exercise the profession of journalism."

In his acceptance speech as new IAPA president, Horacio Aguirre called licensing, or government registration and regulation of journalists, "one of the most serious threats against freedom of expression nowadays in the world." Aguirre is editor and publisher of *Diario Las Americas*, a Spanish-language newspaper published in Miami.

According to the IAPA report, only journalists belonging to government-approved professional associations called "colegios" may publish in the Dominican Republic, Costa Rica, Brazil, Colombia, Venezuela, Honduras, Ecuador, Peru and Panama.

In one well-attended panel discussion, journalists from the Associated Press, The Christian Science Monitor, The Miami Herald and the heavily censored Nicaraguan newspaper *La Prensa* discussed professional safety.

Practical suggestions for reporters in-

cluded: Never carry a gun; know the culture, especially the language; stay away from photographers when it is not necessary to expose the writer to violent action; know the meaning of symbols, such as red or white flags; pick local helpers carefully, especially drivers; know your physical limitations, including the stamina to flee if necessary; have two cars available in case one breaks down; and keep others aware of your schedule.

During the safety panel, the mother of a photographer who, with seven writers, was killed by villagers in Uchuraccay, Peru, last January, pleaded with the group to seek death benefits for journalists' families.

Another panel featured Latin American editors who criticized U.S. editors for romanticizing the role played by guerillas, particularly in Nicaragua, and playing up sensational events, such as coups and earthquakes, instead of providing consis-



Horacio Aguirre

tent coverage. The panel included editors from The New York Times, The Wall Street Journal, The Miami Herald and United Press International.

In addition to Aguirre, new officers elected included Edward H. Harte, publisher of the Corpus Christi (Texas) *Caller-Times* and a director of Harte-Hanks Communications Inc., second vice president. U.S. journalists elected to the 20-member board of directors include: Robert Cox, The News and Courier, Charleston, S.C.; Charles L. Dancey, Peoria (Ill.) *Journal-Star*; Roberto Fabricio, El Miami Herald; Anthony E. Insolia, Newsday, Long Island, N.Y.; David Kraslow, Cox Newspapers/The Miami News; Ignacio E. Lozano Jr., La Opinion, Los Angeles; and James McClatchy, McClatchy Newspapers, Sacramento, Calif. □

Opposition to press-card plan reiterated

On the eve of the Nov. 28-29 executive board meeting of the International Press Institute, IPI's American Committee issued a statement reiterating its opposition to a controversial plan to use international press cards to "protect" journalists on dangerous assignments.

After a Nov. 17 meeting of the American Committee in New York City, Chairman Robert M. White II said the group had instructed Richard H. Leonard, an IPI vice president and editor of The Milwaukee Journal, to "press the traditional American position against any perception of licensing" at the IPI board meeting in Rome.

White, publisher of the Mexico (Mo.) *Ledger*, said the committee agreed that "nothing would please the Soviet Union more than any action that would weaken IPI."

He said the committee has only one goal in that connection—"to further strengthen IPI through a deeper understanding of what IPI stands for and the kinds of actions that can and should be taken by the elected and professional executives of IPI."

In October, the committee had decided to withhold funds for IPI's international of-

fice until the licensing issue is resolved. White said that the committee considers this position to be in accord with the principles of IPI.

The press-card proposal emerged from a September meeting of heads of six international press organizations, including IPI. The meeting was initiated by IPI Executive Director Peter Galliner [presstime, Nov. 1983, p. 19]. □

Baltimore Sun duo detained 8 days in Zaire

Two reporters for The Baltimore Sun were released in early November after an eight-day detention by security forces in Kinshasa, the capital of Zaire.

Timothy Phelps and Helen Winternitz were detained immediately after interviewing a former government official who had signed a manifesto saying Zaire should have more than one political party.

The reporters were questioned, and the film and notes they had with them were confiscated.

Following the incident, they returned to Baltimore. □

France studies ownership limit on newspapers

The French government has revealed details of a proposed law to limit the number of newspapers and periodicals any one group may publish.

Prime Minister Pierre Mauroy said the measure is designed to safeguard the "pluralism" of the press and to prevent growth of publishing empires with great political impact.

No publishing group would be allowed to own more than three nationally distributed publications dealing with politics or current affairs, and only one of the three could be a daily newspaper. No group could own both a national and a regional newspaper, and no group's regional newspapers could account for more than 15 percent of total French newspaper sales, according to Mauroy.

The Socialist Party government's plan has sparked bitter opposition from conservative opposition parties, which maintain it is aimed at breaking up the newspaper group headed by conservative Robert Hersant. Hersant's group, the largest in the country, controls one in every five newspapers in France, including *Le Figaro* of Paris.

The French National Press Federation and the Regional Daily Papers Association, representing most of the privately owned French press, protested what they termed an attempt "to influence the right to edit and to publish in a country where press freedom is considered a fundamental guarantee of democracy."

Restrictive legislation also has been proposed in Canada [*presstime*, Oct. 1983, p. 52]. □

AP sends news in China

The Associated Press has become the first foreign news agency to distribute news by teleprinter in China since the Communist takeover in 1949.

Because Chinese law prohibits direct distribution of news, AP will distribute its World Service news report to private foreign subscribers through Xinhua, the official Chinese press agency. Xinhua already distributes AP dispatches to Chinese subscribers. □

Newspaper official backs agency

Bill freezes UNESCO funds

Congress has passed a bill that imposes a one-year freeze on U.S. funding for the United Nations and four of its agencies, including UNESCO.

The bill, the final version of an authorization bill for the U.S. State Department, also contains an amendment to delay until April 15 implementation of the Reagan administration's "lifetime censorship" rules for some government employees [*presstime*, Nov. 1983, p. 14].

The provision on funding the five international agencies was a compromise between a House-passed bill that had no funding restriction and a bill passed by the Senate that would have cut the U.S.'s contribution to the UN and its four major agencies by an estimated \$484 million over four years.

House and Senate conferees and then the full Congress finally settled on limiting 1984 funding for the five organizations, in aggregate, to that of 1983, about \$353 million.

President Reagan was expected to sign the bill, which cleared Congress Nov. 18, the last day of the 1983 session.

In a related matter, ANPA's representative to the U.S. National Commission for

UNESCO has cautioned that if the United States decides to restrict funding for UNESCO, or end participation in UNESCO altogether, the action should be taken "in concert with a number of other like-minded UNESCO member states."

"Unilateral action by the U.S. without the support of Western allies could severely damage efforts within UNESCO to advocate freedom of expression as a fundamental human right," warned Joseph P. Rawley, chairman of the International Relations Subcommittee of the ANPA Telecommunications Committee.

The commission is reassessing U.S. participation in UNESCO and sought input from its members.

Rawley, co-publisher and general manager of *The High Point* (N.C.) *Enterprise*, argued for continued U.S. participation, saying that was the "consensus" of a number of U.S. newspaper publishers who have participated in, or closely followed, UNESCO developments. "We feel that in order to continue strong U.S. support for the principles of free expression, freedom of the press and the international free flow of information, the U.S. should remain in UNESCO," he said. □

Legislative notes

A bill that would deny U.S. companies business tax deductions for **advertising on Canadian broadcasting stations** was approved Nov. 7 by the Senate Finance Committee.

The legislation, introduced at the request of the Reagan administration, "mirrors" a 1976 Canadian law that denies tax deductions to Canadian companies for advertising on U.S. stations. Such a law has been sought by U.S. broadcasters operating near the Canadian border as a means of convincing the Canadians to repeal their statute.

The bill was attached to a House-passed trade bill, HR 3398 [*presstime*, Aug. 1982, p. 16].

...

Senate consideration of a bill to amend

the **Freedom of Information Act** was deferred until the 1984 session of Congress, apparently because of a struggle involving a key senator, David F. Durenberger (R-Minn.), over a schedule for hearings on his proposed amendment to the bill.

ANPA opposes the FOIA bill [*presstime*, June 1983, p. 14].

...

The Senate has passed a bill to exempt some **CIA files** from the Freedom of Information Act.

The bill, reported by the Senate Select Committee on Intelligence, was passed Nov. 17 on a voice vote and without debate. Press groups regard the legislation, S 1324, as an improvement over earlier versions of CIA-FOIA legislation [*presstime*, Nov. 1983, p. 14]. □

ANPA files *amicus* briefs in two Supreme Court cases

ANPA in late November filed friend-of-the-court briefs in two more cases before the U.S. Supreme Court, one a libel case questioning what can be published as a result of the legal discovery process and the other an appeal of a liquor advertising ban in Oklahoma.

Also, the Supreme Court has agreed to hear two more press-related cases, a libel case and an access case.

In one of the *amicus curiae* briefs, ANPA and the American Civil Liberties Union said jointly that before publishing restrictions are placed on materials obtained in the discovery process, it should be shown "at a minimum" that "the particular circumstances demonstrate an overriding interest to be served by the protective order for which there is no alternative intruding less on First Amendment interests."

Such a standard was not applied in *Rhinehart v. Seattle Times*, either in the trial court or in the Washington Supreme Court where an appeal was unsuccessful, ANPA and the ACLU said [presstime, Oct. 1983, p. 12].

The case stems from a libel suit filed by Keith Milton Rhinehart, leader of a spiritualist church, against The Seattle Times and the Walla Walla Union-Bulletin. In preparing their defense, the newspapers asked Rhinehart to produce certain financial documents in the discovery process. He refused. The newspapers then asked the trial judge to compel release of the papers. The judge did so but on condition that the materials not be published. The judge said absence of such a protective order would have "a chilling effect on a person's willingness to bring a case to court."

Both sides appealed the judge's ruling.

In the other brief, ANPA, the Magazine Publishers Association and the National Association of Broadcasters argued that Oklahoma's liquor ad ban should be struck down. They said the 10th U.S. Circuit Court of Appeals decision in *Cablecom General Inc. v. Crisp* upholding the ban for out-of-state cable TV programming oversteps bounds protected by the First Amendment.

The media brief said commercial speech rights not only are violated, but also non-commercial information—such as news and entertainment—could be stopped from reaching Oklahoma residents. "The end result cannot help but be a reduction in the amount of information, both commercial and non-commercial, available to the public," the associations said.

Of the two new press cases the high court has agreed to hear, one is an appeal by the financial reporting firm Dun & Bradstreet that could clarify a point of libel law regarding non-press libel defendants.

Dun & Bradstreet seeks to overturn a Vermont Supreme Court decision allowing punitive as well as compensatory damages in a libel suit against the company over its erroneous report that a firm had filed for bankruptcy.

Dun & Bradstreet, considering itself a private entity and not a member of the press, argues that it should not have to pay \$300,000 in punitive damages as meted out in the trial court. It claims that non-press parties should enjoy the same privileges the Supreme Court afforded the press in its 1974 decision in *Gertz v. Welch*. Among other things, *Gertz* held that compensatory damages may be awarded against the press if the press acted with negligence. Punitive damages may be awarded only if a libel plaintiff proves malice on the part of the press.

The court also said it would hear an appeal of the Federal Communications Commission regarding the scope of the 1976 federal Sunshine Act. The FCC is appealing a federal court decision that it should have opened to the public and press some meetings that several commission members had with European officials during an international telecommunications conference in 1979.

ITT World Communications Inc., an international telecommunications firm, sued the FCC, arguing that the law did apply.

In other Supreme Court developments, three libel cases were argued Nov. 8. They were *Keeton v. Hustler*, *Calder v. Jones* and *Bose Corporation v. Consumers Union*. □

Target-market plan draws complaint of discrimination

A Philadelphia woman has filed a discrimination complaint against The Philadelphia Inquirer, J.C. Penney Co. Inc. and Bamberger's department store because advertising preprints of those stores are not included in copies of the Inquirer delivered to her home in North Philadelphia.

The complaint was filed by Marilyn Christmas with the Pennsylvania Human Relations Commission under a portion of the state's Human Relations Act barring discrimination in "places of public accommodation."

The Inquirer and Penney's filed a motion to dismiss the complaint.

Thomas B. Duffin, director of industrial relations at the Inquirer, said Penney's and Bamberger's do not cover all of Philadelphia with their preprints. "It's simply a matter of their doing target marketing," he explained.

Duffin said the Human Relations Commission will investigate the complaint and possibly hold a hearing.

In its motion to dismiss, the Inquirer said it is not a "place of public accommodation" and the commission therefore has no jurisdiction. The newspaper also said it has cited First Amendment protections against such a complaint. □

Student paper qualifies for Florida tax exemption

A county circuit court judge has ruled that the daily Independent Florida Alligator, a free-circulation newspaper published for students at the University of Florida, is a newspaper for sales tax purposes and qualifies for a tax exemption.

The Nov. 9 ruling invalidates a Department of Revenue assessment of about \$40,000 against the paper's publisher, Campus Communications Inc. The assessment was for taxes, penalties and interest it said the company owed on payments to the paper's printer.

The state tax department had contended that the Alligator did not meet two of its criteria for a newspaper: that it have a second-class postal permit and that it have paid circulation. □

Media lawyers discuss year of wins, worries

By C. David Rambo
presstime staff writer

The media have had a heavy dose of legal problems over the past decade, and according to some of the nation's top media lawyers, the trend is far from over.

While there has been less activity in some areas, court challenges against the press still are pouring over the transom. The lawyers say cases range from uncomfortable nuisance suits to severely threatening tests of the First Amendment.

The legal climate was examined at the Practising Law Institute's 11th annual communications law seminar Nov. 17-18 in New York City. This year's event drew a record 410 lawyers, journalists and journalism educators.

Among positive developments was a report from James C. Goodale of Debevoise & Plimpton, New York City, and chairman of the program since its inception, who said a form of reporter's privilege is "somewhat well-established" in virtually every federal judicial circuit.

Not all state courts have recognized a reporter's privilege, however, Goodale noted: In fact, one of the most recent state-court decisions—in the Idaho Supreme Court—went against the press. (See story, p. 18.)

Also giving rise to some optimism was a report by John B. McCrory of Nixon, Hargrave, Devans & Doyle, Rochester, N.Y., that the past year was a good one for reducing the size of "mega-verdicts" awarded some libel plaintiffs.

And several experts noted that the media are faring well in securing access to public proceedings and documents, and that use of summary judgment to get libel suits dismissed still meets with success in a majority of cases.

But warnings of potential dangers far outnumbered the reports of good news. Negative labels were assigned these subject areas:

- **Prior restraint.** Floyd Abrams of Cahill Gordon & Reindel, New York City, said that just a couple of years ago, "I thought we could say with some confidence that (prior restraint) cases had passed, that we were through" with such challenges. "There has been a lot of murmuring from

the grave this year." In fact, he said, "we've had some vampires walking in broad daylight." The problem is not that the press is losing prior restraint cases, he said, but rather that "more challenges keep coming." A current, prior restraint case is *Rhinehart v. Seattle Times*, now before the U.S. Supreme Court. (See story, p. 16.)

- **Constitutional protections, particularly in libel cases.** McCrory said a "downhill trend" includes an erosion of "absolute privilege" for opinion as established by the U.S. Supreme Court in 1974 in *Gertz v. Welch*. It also includes the "distorting and twisting" of the word "reckless" as in "reckless disregard" of whether material was false or not—established by the Supreme Court in the 1964 decision *New York Times v. Sullivan*, he said.

McCrory noted that two libel cases be-

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Floyd Abrams
Cahill Gordon & Reindel,
New York City

fore the Supreme Court are prime examples of threats to First Amendment protections. One is *Keeton v. Hustler*, which could have a negative impact on national publications in terms of liability in states far from the city of publication. The second is *Bose v. Consumers Union*, which hinges on Consumer Reports magazine's describing Bose loudspeakers as emitting sound that wanders "about the room." A major question in the suit is whether the report should have said that sound wanders "along the wall." "It's hard to believe it all boils down to these three words," McCrory said.

- **Commercial speech.** P. Cameron

DeVore of Davis, Wright, Todd, Riese & Jones, Seattle, said there has been a "hodgepodge" of analysis in the courts. One case before the Supreme Court, *Cablecom General Inc. v. Crisp*, raises the question of whether "society's needs to control the alcohol problem are great enough to curb speech," DeVore said.

- **Antitrust.** Conrad M. Shumadine, Wilcox, Savage, Dickson, Hollis & Eley, Norfolk, Va., urged newspapers to "use caution or be clobbered" by possible antitrust action when responding to the challenges posed by direct-mail competition. He said more lawsuits against newspapers are likely as newspapers respond to this relatively new form of strong competition.

One of the most-watched cases of this ilk is in Newport News, Va., where The Daily Press was sued by the publisher of a shopper publication. Trial in the case started Nov. 14 in U.S. District Court, Newport News. It continued at press time.

Some areas of media law yield mixed views. One is copyright, in which a major decision was handed down during the PLI seminar. The 2nd U.S. Circuit Court of Appeals in New York said The Nation magazine did not violate copyright laws by carrying a story based mainly on a to-be-published book by former President Gerald R. Ford.

Some lawyers, including Abrams, who represented The Nation, said the decision is important in assuring that copyright laws will not be used to impede the flow of news. Others, such as Stanley Rothenberg of Moses & Singer, New York City, said the case "could present problems for syndicators of newspaper material."

Discussion on these and other issues at the seminar is designed to help lawyers better serve their media clients.

Some attorneys outside the formal sessions said one way lawyers can help is by holding legal workshops for editors and reporters.

But familiarity with the issues may not be enough. Bruce W. Sanford, Baker & Hostetter, Washington, D.C., and general counsel of the Society of Professional Journalists, Sigma Delta Chi, told presstime that editors and reporters are "awfully naive" about the "plain, simple facts of what happens in litigation." □

courts

Court briefs

The full 5th U.S. Circuit Court of Appeals has **upheld Mississippi's ban on liquor advertising**, saying that the harmful effects of alcohol consumption more than outweigh any First Amendment considerations.

The court, reversing an earlier decision by one judge of the circuit, said, "If there is any instance where a state can escape First Amendment constraint while prohibiting truthful advertising promoting lawful sales, it would be where the product being sold is intoxicating liquor."

A group of media-related companies, including newspapers, challenged the ad ban in two separate cases. Those cases resulted in conflicting decisions by the U.S. district courts for the Northern and the Southern Districts of Mississippi [presstime, June 1983, p. 12].

The U.S. Supreme Court recently decided to hear a similar case involving a liquor ad ban in Oklahoma. (See story, p. 16.)

...

A reporter for the Daily Record in Morristown, N.J., has appealed her conviction of **impersonating a public official** in order to obtain information for a story.

A Kenilworth, N.J., Municipal Court judge found Carla Cantor guilty of charges that she claimed to be "from the morgue" in order to get an interview with the mother of a 24-year-old dancer who was killed.

Cantor denied the charge.

...

A U.S. District Court jury awarded \$158,000 in damages to the publisher of a semi-weekly newspaper in southern Virginia after finding that two competing newspaper companies violated antitrust law by **conspiring to monopolize the market**.

The jury said Mecklenburg News Inc., publisher of the semi-weekly News Progress, and Halifax Gazette Publishing Inc., publisher of the tri-weekly Gazette-Virginian, illegally conspired to harm Sun Publishing Co. of Clarksville, publisher of the Monday and Thursday Mecklenburg Sun and a Wednesday shopper.

An attorney for Mecklenburg News and Halifax Gazette said he would file "appropriate post-trial motions." Officials of all three companies refused to comment on

the case.

...

A U.S. District Court judge said the Providence (R.I.) Journal Co. must pay \$3 in damages plus attorney fees and court costs to the defunct Home Placement Service Inc. that had prevailed in an **anti-trust suit** against Providence's two daily newspapers because they would not run a Home Placement Service ad.

The 1st U.S. Circuit Court of Appeals had ruled in *Home Placement Service v. Providence Journal Co.* that the newspapers were wrong in not accepting advertising that offered, for a fee, a list of rental properties. The Supreme Court let the decision stand [presstime, April 1983, p. 12]. The case was returned to the District Court for a decision on damages and injunctive relief. The latter had not been settled by late November.

Judge Bruce M. Selya said he awarded nominal damages of \$1—tripled to \$3 according to antitrust law—because Home Placement Service failed to show just how much it had been damaged by the newspapers' refusal to publish the ad.

...

The Idaho Supreme Court ruled that a **reporter has no privilege** against giving material and testimony in a court proceeding to determine the location of a child involved in a custody dispute.

The court upheld a contempt citation against Ellen Marks of The Idaho Statesman, who refused to testify about an interview she had with the child's mother; the interview may have led authorities to the child. The father had legal custody.

...

The court said that in this case, "the compelling state interests—the sanctity of the writ of habeas corpus and the safety of the child—outweigh any public interest in an unfettered press."

Marks, now a reporter with United Press International in Boise, spent seven hours in jail and was fined \$36,000 for refusing to testify in September 1980 [presstime, March 1981, p. 18].

...

Judge Willard L. Walker of the Richmond Circuit Court said there is "no way" he will let stand a **\$1.045-million libel award** a high school teacher won from the Richmond (Va.) Times-Dispatch. Walker said the high amount "bears no reasonable relationship to reality at all." However, by late November the judge had not decided whether to sustain the verdict and reduce the award, or throw out the judgment altogether [presstime, Oct. 1983, p. 13].

...

Charles "Bebe" Rebozo and The Washington Post have **settled a \$10-million libel suit** Rebozo filed against the newspaper. He had sued the paper for a story headlined, "Bebe Rebozo Said To Cash Stolen Stock."

Under terms of the settlement, both the Post and Rebozo will make contributions to the Boys Clubs of America.

...

The 2nd U.S. Circuit Court of Appeals **upheld dismissal of a libel suit** against ABC, saying that the media are protected from suits when accurately reporting newsworthy accusations, even if those accusations involved secret grand-jury proceedings.

Former ABC television executive George C. Reeves sued ABC News for a report concerning allegations that actor Robert Wagner and his late wife, actress Natalie Wood, were defrauded of profits from an investment in the television series "Charlie's Angels." Reeves said he was defamed by the report and that the report was inaccurate.

A federal District Court dismissed the suit. Reeves appealed, saying California libel law does not extend to secret grand-jury proceedings. The appeals court upheld the lower court action.

Wanted: court decisions

W. Terry Maguire, ANPA vice president/general counsel, requests that newspapers send to him copies of all court decisions affecting them.

Purpose of the request is to help ANPA monitor legal trends in the newspaper business and to help arrange for publication of decisions in *Media Law Reporter*, a weekly publication of the Bureau of National Affairs.

Maguire's address is The Newspaper Center, Box 17407, Dulles International Airport, Wash., D.C. 20041.

Rate proposal effects mixed for 2nd-, 3rd-class

Many weekly and small daily newspapers could wind up paying substantially higher second-class postage bills under a rate increase package the U.S. Postal Service proposed to the independent Postal Rate Commission.

In addition, the package would raise third-class bulk rates for relatively light pieces of mail, including "piggybacked" advertising circulars known as "marriage mail." But it would result in lower costs for bulk pieces weighing more than eight ounces.

The proposed rate package, which also would raise the price of a first-class stamp to 23 cents, was submitted to the commission Nov. 10. The commission has 10 months in which to act on the proposal.

ANPA is still studying the implications of the proposed rate changes. However, W. Terry Maguire, ANPA vice president and general counsel, said, "The risks in this case are far greater than the potential gains."

In the second-class category, newspapers that use primarily in-county, second-class mail—mainly weeklies and small dailies—could be hard hit, particularly if Congress eliminates postal subsidies known as "revenue foregone." It is not known how Congress will act. (See story, p. 20.)

The per-pound rate for mail sent to subscribers within the county of publication would go up 71 percent, from 4.1 cents per pound to 7 cents, if subsidies are lost. The rate would go up 32 percent, from

4.1 to 5.4 cents, under current levels of funding.

The per-piece charge, which is levied on top of the per-pound fee, would increase 60 percent if there are no subsidies, or would not change with current funding. However, the per-piece rate for mailings that are presorted to the carrier route would go down 5 percent with no funding, from 2.1 cents to 2 cents, or 10 percent with current funding, from 2.1 to 1.9 cents.

Newspapers that use mainly "regular rate," out-of-county mail would get a break on per-pound rates, with decreases ranging from 6.4 percent to 27.9 percent, depending on how far the papers are mailed.

But per-piece costs for out-of-county mail generally would increase. So-called "limited circulation" publications—those mailing fewer than 5,000 copies outside the county of publication—would pay as much as 47 percent more for each piece, up to a ceiling of 7.5 cents. That is assuming loss of postal funding. Under current funding there could be a 57-percent decrease.

Publications mailing 5,000 or more copies outside the county of publication would pay up to 52.8 percent more per piece, to a ceiling of 10.7 cents.

The rate package offers carrier-rate discounts for out-of-county publications as it does for in-county mailings.

Also in second-class for out-of-county mailings, USPS is proposing a discount for copies taken to postal facilities close to

where the mail is to be delivered.

In the third-class bulk category, which is used heavily by Advo-System Inc. and other direct-mail firms for marriage mail, the minimum per-piece, carrier-route presort rate would increase 28.3 percent from 7.4 to 9.5 cents—the equivalent of \$95 per thousand. The weight break—the highest weight at which individual pieces can take advantage of the lowest rates—would increase from 3.91 ounces to 4 ounces.

The higher cost for marriage mail at the low end of the third-class weight spectrum would translate into a less attractive cost-per-thousand for advertisers.

But under the new proposal, the cost for an eight-ounce marriage-mail piece would be roughly the same as existing rates. Pieces weighing from eight to 16 ounces, the maximum allowable weight in this category, actually would enjoy a savings with the proposed rates. (See graph.)

To date, most marriage-mail packages have weighed four ounces or less, Maguire said. Adoption of the proposed rates could spur mailings of heavier advertising packages, he added.

Maguire also said that newspapers should use caution if planning budgets based on the new USPS proposal. Not only are there uncertainties in postal funding, but the Postal Service and Rate Commission often do not agree on new rates without considerable debate and some compromise. ANPA will be an intervenor in the rate case. □

Second-class rates In-county

	Existing (cents)	Proposed (cents), existing appropriation	Proposed (cents), no appropriation
Per pound	4.1	5.4	7.0
Per piece			
with carrier-route presort	2.1	1.9	2.0

Outside the county (regular rate)

Per pound			
Non-advertising portion	12.0	12.0	12.0
Advertising portion ²	17.1-38.3	16.0-27.6	16.0-27.6
Per piece			
Fewer than 5,000 copies outside the county of publication ³	3.0-5.1	1.3-5.8	3.0-7.5
5,000 or more copies outside the county of publication ⁴	4.4-7.0	6.2-10.7	6.2-10.7

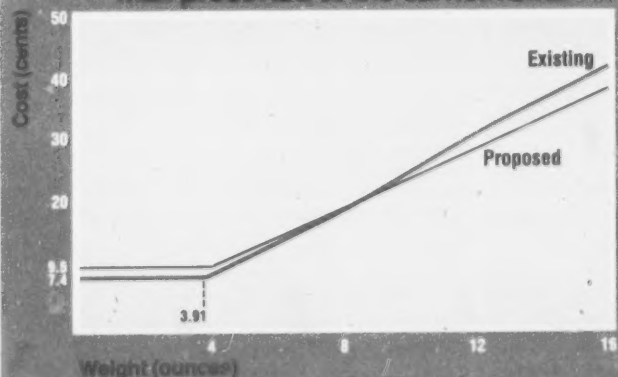
¹—Assuming existing level of congressional funding.

²—Assuming an end to postal appropriations from Congress.

³—Varies according to postal destination zone.

⁴—Varies according to level of presort.

Per-piece rates for bulk third-class mail presorted to the carrier route



USPS says protest of 3rd-class labels should be dismissed

The U.S. Postal Service said ANPA's complaint against the use of detached mailing labels for third-class "marriage mail" packages is "unjustified." The Postal Rate Commission should dismiss the complaint without scheduling hearings, USPS added.

The Association in late November was preparing comments to counter the Postal Service's Nov. 16 brief.

In that document, USPS offered background on why it changed postal rules in March 1980 to allow the detached labels. The move was part of an effort to "increase efficiency," USPS said, and to bring marriage-mail "flats" into conformance with the "longstanding use" of detached labels for third-class merchandise samples and fourth-class bulk mailings.

The Postal Service did not address specific ANPA complaints to the rate commission: that the labels—delivered separately from the marriage mail pieces—violate the law; that they do not bear their fair share of fixed Postal Service costs; and that therefore they impose a financial burden on other classes of mail [presstime, Nov. 1983, p. 18].

The Third Class Mail Association also is opposing ANPA's complaint. □

Congress OKs funds; rates to hold steady

Rates for mailing newspapers within the county of publication and for mailing less than 5,000 copies outside the county will go up little if at all in the rest of fiscal year 1984, experts say.

That's because Congress agreed Nov. 12 to continue through next Sept. 30 the 1983 funding level for "revenue foregone"—the subsidy for in-county and limited circulation deliveries—at about \$879 million. President Reagan later signed the measure.

The Senate Appropriations Committee had recommended \$802 million in this category, which would have caused a rate increase [presstime, Nov. 1983, p. 16]. But House and Senate conferees later agreed on the higher, House-passed figure. □

Legal challenges expected

OSHA unveils 'hazard' rules

The Occupational Safety and Health Administration disclosed Nov. 22 new rules requiring manufacturers to label certain hazardous substances used by workers.

The "hazard communication" rules are generally supported by industry because there are now at least 18 states that have enacted "right-to-know" laws, and a single federal regulation is preferred. A number of municipalities and counties also have passed legislation dealing with employee exposure to toxic substances in the work place.

Organized labor, however, has generally opposed the rules because unions and environmental groups have campaigned

successfully for the state laws. Some state laws are more stringent than the OSHA standard.

Court challenges to the new rules—which were to be published in the Nov. 25 Federal Register—are expected because such issues as individual companies' trade secrets and whether the OSHA rules preempt existing state laws are involved.

An OSHA spokesman said manufacturers have until Nov. 25, 1985, to be in compliance with the standard.

OSHA head Thorne G. Auchter discussed the rules at a recent meeting of the ANPA Government Affairs Committee [presstime, Nov. 1983, p. 15]. □

Regulatory notes

ANPA and two other newspaper organizations have protested a proposal to increase exemptions to the **Government in the Sunshine Act**, the federal open-meetings law.

The proposal of a committee of the Administrative Conference of the United States recommends that the conference, an independent federal agency, urge Congress to amend the act to add exemptions for federal agencies' meetings on budget matters, legislative programs and positions, and prospective rulemaking initiatives.

"These are precisely the types of meetings which the Sunshine Act sought to open," argued ANPA, the American Society of Newspaper Editors and the National Newspaper Association.

The committee Nov. 7 decided to continue consideration of the proposal but not to bring it before the conference's semi-annual plenary session in December.

...

President Reagan's **nomination of Terry Calvani** to the Federal Trade Commission, was confirmed Nov. 15 by the Senate. Calvani, a Republican and a professor at Vanderbilt University School of Law specializing in antitrust law, will fill the seat vacated by former Commissioner David A. Clanton.

...

Another Reagan nomination, that of Dennis R. Patrick to fill the unexpired term of former Federal Communications Commissioner Anne P. Jones, was not acted upon before the Senate adjourned for the year Nov. 18. The nomination will have to be resubmitted after the Senate reconvenes Jan. 23. Patrick, also a Republican, is associate director of the Office of Presidential Personnel. He was nominated Oct. 18.

...

A proposal to **test black newsprint inks** in an effort to determine if any carcinogenic effects can be found in them has received approval from the first of two review panels.

The nomination of the inks and their components for testing in the National Toxicology Program was made by the National Institute for Occupational Safety and Health [presstime, July 1983, p. 28].

The NTP's Chemical Evaluation Committee recommended Nov. 8 that the nomination be accepted. The committee consists of representatives of nine federal agencies.

A second review of the nomination will be made by the NTP Board of Scientific Counselors, a group of eight non-governmental scientists. The final decision on whether to fund the tests will be made by the NTP Executive Committee. □

L.A. dailies ponder challenge to new media tax

Daily newspapers in Los Angeles in late November were undecided whether to seek court action to overturn a new media tax imposed by the City Council that could net the city \$1.2 million a year.

But the newspapers have no indecision on one point—the tax, they say, is discriminatory and therefore unconstitutional.

The tax could cost the Los Angeles Times an estimated \$532,000 a year, the Herald Examiner \$97,000 and the Daily News \$29,000, according to Thomas R. Sisson, a chief administrative analyst for the city administrative officer.

While the newspapers are not saying what action they might take against the tax, Michael B. Dorais, general manager and general counsel of the California Newspaper Publishers Association, issued

a statement saying he "believe(s) it is a foregone conclusion that local publishers will challenge the ordinance."

H. Randall Stoke, an attorney representing the Southern California Broadcasters' Association, said he has advised his client to "institute legal action."

News organizations argue that the tax is discriminatory and unconstitutional because it does not include motion picture producers, who also are part of an industry protected by the First Amendment.

"The Los Angeles Times is willing to pay a valid tax that is fair and equitable," said Robert C. Lobdell, Times vice president and general counsel. However, he said this particular tax "clearly discriminates against newspapers and broadcasters, and is unconstitutional."

Zev Yaroslavsky, chairman of the council's finance and revenue committee, who supports the bill, disagrees.

"What was discriminatory was the prior situation where a segment of the business community was not paying," he said, referring to the fact that this bill actually repeals a business-tax exemption for the media that has been in effect since 1949.

The new tax on newspapers and broadcasters will be based on gross receipts, as it is for most other businesses in Los Angeles. The media are to pay \$1.25 per \$1,000 of gross receipts—the second lowest rate in the city.

The council approved the tax Nov. 16 by an 11-3 vote; a similar tax was defeated last year, 8-7 [presstime, Jan. 1983, p. 17]. □

Smoking rules approved in two cities

San Franciscans, by a wisp of a margin, have voted to restrict smoking in office work places. But if the decision was close, the actions it triggers will be much more definitive.

Employers in San Francisco have until March 1 to draft a smoking policy accommodating the preferences of both smokers and non-smokers. On Nov. 21 the Board of Supervisors certified the results of the Nov. 8 referendum, in which the tally was 80,740 in favor of the restriction, 79,481 against. The ordinance became effective Dec. 1.

If non-smokers are dissatisfied with their employer's arrangement and want smoking banned, employers must honor their wishes or face fines of up to \$500 a day.

Elizabeth A. (Betty) Cutter, personnel manager of the San Francisco Newspaper Agency—the company that handles non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner—said the company is drafting a policy.

The San Francisco ordinance is similar to one that went into effect Nov. 3 in Palo Alto, Calif. The ordinance there, which was approved in a vote of the city council rather than in a referendum, prohibits smoking in all meeting and conference rooms, requires that two-thirds of cafeteria space be designated a no-smoking area, and stipu-

lates that in every controversy between smokers and non-smokers the rights of non-smokers will prevail.

"Two and a half years ago we divided our cafeteria in half for smokers and non-smokers," noted Dennis L. Kennelly, director of employee relations for the Peninsula Times Tribune in Palo Alto. "Now we will have to do some rearranging."

Kennelly said that by the end of January, all employers must have a written non-smoking policy defining each employee's work area. "This means that if an employee's work station encompasses 10 or 15 feet, the employee can put up a sign banning smoking in that area," Kennelly said. He and other employer representatives were to meet in late November with the city attorney to discuss how the law will be enforced.

Some newspapers have voluntarily taken steps to mitigate the effects of smoking in offices [presstime, July 1982, p. 59]. □

Illinois adopts FOI act

The Illinois Senate Nov. 2 agreed with Gov. James R. Thompson's changes in an FOI bill that had been passed by the legislature [presstime, Nov. 1983, p. 15]. That hurdle having been cleared, Illinois had its first Freedom of Information Act. □

Ohio proposal sets standards for VDTs

A bill has been introduced in the Ohio General Assembly to provide "minimum" health and safety standards for the operation of video display terminals.

The bill would require employers to:

- Provide operators with adjustable chairs and tables
- Eliminate glare from windows by drapes or blinds of a type specified by the state's Department of Industrial Relations
- Reduce noise in the work place
- Provide free eye examinations and eyeglasses if needed
- Offer alternate employment to pregnant operators and not reduce their pay because of a transfer from VDT work.

Employers also would be prohibited from using a VDT to monitor the productivity of an operator.

The bill states that employers "may" authorize "if feasible" 15-minute work breaks for each hour of continuous VDT work "provided the operator is willing to perform other comparable work" during the 15-minute period.

The legislation was introduced at the urging of Local 925 of the Service Employees International Union.

Maine and Connecticut have passed bills creating VDT safety study commissions [presstime, July 1983, p. 27]. □

All eyes are on Viewtron screen test

By Margaret Genovese
presstime staff writer

If the countdown was closely watched, the actual orbiting is going to be even more so. That much was made clear in the first month following the launch of Viewtron, the telephone-based videotex service of Knight-Ridder Newspapers Inc.

After more than six years of research and development, Viewtron began commercial operation Oct. 30 in South Florida [presstime, Nov. 1983, p. 35].

It is the first U.S. commercial videotex service with full color and graphics aimed at the consumer market. And by the end of next year, Knight-Ridder will have invested \$29 million in it.

Whether the project will stay aloft or tumble to the ground for lack of profitability is the major question being asked by those monitoring the service.

"There isn't anybody who isn't looking at it," said ANPA Director/Telecommunications Affairs Kathleen Criner. "In the minds of many people, if this doesn't work, there may not be a market for these kinds of services."

However, Criner cautioned against jumping to conclusions in a few weeks or even a year about the feasibility of videotex technology, which is basically a two-way electronic exchange of text and/or graphic information using telephone lines or cable television as the conduit.

So far, there is little information on which even to speculate.

Viewdata Corp. of America Inc., the Knight-Ridder subsidiary that operates the service, has not released the number of subscribers signed up in the first weeks of operation and won't even provide that information to Viewtron advertisers for at least six months, according to Morton Goldstrom III, marketing director. The company's goal is 5,000 subscribers in the first year.

Nor is usage data being released publicly. According to Viewdata spokeswoman Mary C. Bulterman, there are two reasons for this:

First, Viewdata does not want to give the information to potential competitors. Two are poised on the launch pad: Times Mirror



Sean and Heather Markham, children of Miami Herald writer Wayne S. Markham, push Viewtron buttons as the nation's first full videotex service begins in the Sunshine State.

Co., scheduled to begin its Gateway videotex service in Orange County, Calif., in mid-1984; and KEYCOM Electronic Publishing, a joint venture of Field Enterprises Inc., Centel Corp. and Honeywell Inc., scheduled to begin its KEYFAX-Interactive Information Service in Chicago April 15.

Second, Viewdata has agreements with six other newspaper companies to provide research data and training for the launch of Viewtron in 12 markets where those companies publish newspapers.

Because they will have the information, whether those companies start to move on their own Viewtron projects will be a "good tip-off" as to whether things are falling into place for Viewtron, says media analyst J. Kendrick Noble, first vice president of Paine Webber Mitchell Hutchins Inc. "At the moment, I am betting that that, in fact, takes place," he said.

Plans also call for Viewtron to be offered in five other markets where Knight-Ridder owns newspapers, a situation parallel to South Florida where the company publishes The Miami Herald. Bulterman said the roll-out in those other locations will not begin until after the first year of operation in South Florida.

Consumer information. In order to subscribe to Viewtron, consumers need a Sceptre terminal manufactured by AT&T. Currently, Sceptre is the only device that can be used to call up Viewtron information, although Viewdata has sold "calibration packages" to about 20 companies that enable them to determine whether their terminals might be able to receive Viewtron.

Consumers install the units themselves. The terminal hardware consists of a 13-by-11-inch control unit, which attaches to the home television set and to the telephone line, plus a cordless, hand-held keypad.

The fact that Viewtron is a telephone-based system means that anyone with a telephone, a television and a Sceptre terminal can subscribe to the service.

Viewtron instructions and a subscriber identification number and password come with the terminal.

A free, one-month subscription also is provided.

To start the Viewtron viewing process, a consumer—using the keypad with its typewriter-like keyboard—enters the company-provided ID number and password and the proper billing information. Viewtron's sub-

telecommunications

cription fee is \$12 a month, and Southern Bell charges an additional fee of about \$1 an hour for using the telephone line for Viewtron.

At launch, Viewtron's data base contained about 75,000 frames of information in 14 categories: news, sports, money, education, games, shopping, messages, health, food and dining, entertainment, home and family, travel, classifieds and reference. A bank-at-home service will be added in mid-January.

AT&T and Viewdata were partners in a 1980-81 field test of Viewtron in Coral Gables, Fla., and now they are jointly marketing the service throughout South Florida. Viewdata alone is spending \$1.5 million on advertising and marketing.

Advertising includes newspaper and TV ads and point-of-purchase displays in retail stores where Sceptre terminals are available.

Direct mail also is being used to reach Viewtron's target audience—persons 25 to 49 years of age who earn more than \$35,000 a year. The ads invite people to seminars held in Sceptre-stocked stores; about 70 such seminars are expected to be conducted in South Florida by the end of this year.

Currently, 31 stores sell the terminals—AT&T Phone Centers, VideoConcepts outlets, ComputerLand outlets and Burdines

department stores.

Margaret A. Cathcart, staff manager for AT&T consumer products, said Sceptre sales were "going well," but company policy prohibited disclosure of specific figures.

The Sceptre terminal can also be used to gain access to three other electronic information services, Cathcart said. They are the Dow Jones News/Retrieval service, CompuServe and The Source. It also will be used for Times Mirror's Gateway service.

The terminal, which regularly costs \$900, is being sold in South Florida at a special price of \$600.

David J. Shay, director of merchandise for a major Burdines store in a South Miami shopping mall, said he is "very pleased" with customer response, which he termed "overwhelming."

In the first three weeks after Viewtron's launch, "more than 100" Sceptre terminals were sold in his store, Shay said, exceeding his company's projections. "We think it will be a great Christmas item."

Once subscribers are signed onto the Viewtron service, retaining them is being given a high priority, according to spokeswoman Bulterman. Among the Viewtron staff of about 180 is a "fairly large" customer service staff.

Bulterman said these employees are trying to avoid the kind of "horror stories"

associated with some cable TV services. Viewtron's customer-service phone lines are staffed from 9 a.m. to midnight, seven days a week, to answer any question a Viewtron subscriber may have.

Subscribers also can request assistance via Viewtron's "electronic mail," sending-and-receiving capability.

Going after advertising. Other Viewtron staffers are involved in editing, designing the frames of information, marketing and advertising sales.

Viewtron has four-person advertising sales offices in New York and Chicago.

The service has 150 advertisers either already on the service or in the process of being put on, Bulterman reported. Subscribers can use Viewtron to order merchandise from about two-thirds of them.

One major advertiser that participated in the 14-month Coral Gables test but is not currently using the new medium is Sears. "It's possible that we could be involved at some later date," said Ronald L. Ramseyer, Sears' national catalog advertising manager. "It's kind of an expensive thing to do for such a small sample."

Viewtron charges \$1 per frame of information per week to keep advertising in its data base, plus additional charges for frame production and input [presstime, March 1983, p. 21].

The electronic orders reach advertisers in two different ways. In the case of J.C. Penney, for instance, there is an electronic "gateway" arrangement that links Viewtron computers to computers located at Penney offices in Atlanta. In the other instance, such as with Burdines department stores, orders are transmitted to a Viewtron terminal in the store.

How has business been for Viewtron advertisers in the early going? "Actually pretty good, considering it's only been live on the market three or four weeks," reported Kim Hunter, state coordinator for Select-a-Seat, a company that sells tickets for concerts, sporting events and theatrical productions throughout South Florida.

She said 25 to 30 orders had been placed through Viewtron, with tickets-per-order ranging from two to six.

Harry Milsen, whose Miami Beach florist shop is one of several on the service, said he got about a half-dozen orders through Viewtron in the first three weeks of operation.

House acts to block telephone access fees

The House of Representatives Nov. 10 passed telecommunications legislation that would block new telephone fees the Federal Communications Commission wants to impose as part of the AT&T divestiture Jan. 1.

Among those fees are a \$2-monthly charge for residential phones and a \$6-monthly charge for business phones for access to long-distance service.

ANPA in late November was analyzing the bill, HR 4102, especially for its provisions that would impose additional fees on the use of technology to save money by bypassing local phone networks. Such "bypass" fees might be imposed on such systems as microwave links newspapers have with satellite printing plants [presstime, Nov. 1983, p. 37].

In a related development, ANPA in late November filed comments with the FCC in support of major wire services that have

objected to proposed tariffs filed by local operating companies. The new rates would result in substantially higher bills for the wires.

ANPA also filed comments objecting to a contention by one of the Bell operating companies that the local company should be allowed to provide any kind of public-service announcement.

Bell Atlantic made the statement in response to a decision by Judge Harold H. Greene of the U.S. District Court for the District of Columbia. Greene said that under the 1983 consent decree setting forth terms for the divestiture, local operating companies may be able to provide time and weather services. The consent decree does not specifically address that point.

Bell Atlantic said it would like to provide time and weather but claimed it also should be allowed to provide other forms of announcements.

Cable TV start-ups show decline since peak in 1982

Newspapers' recent rush into cable TV programming may have peaked in 1982, according to a survey of daily newspapers in the United States and Canada involved in cable television. The survey was conducted by ANPA and the Newspaper Advertising Bureau.

Of 68 newspapers that responded that they currently are engaged in cable TV programming, one started in 1978, five in 1979, 10 in 1980, 13 in 1981 and 31 in 1982. However, in July 1983, when the survey was taken, only eight reported starting operations this year.

ANPA Director/Telecommunications Affairs Kathleen Criner suggested three reasons for the apparent decline in start-ups.

First, newspapers may have re-examined their options and selected other technologies such as videotex or so-called "public access videotex" where terminals are placed in shopping malls and hotels.

Second, newspapers may not see a business opportunity in cable programming because "there aren't any really overwhelming success stories."

And, third, newspapers that want to be cable programmers may not be able to work out an arrangement with cable system operators.

The survey found that 11 newspapers said their cable services are currently profitable. Criner said although this number is small, she views it as a positive finding. She added that prior to the completion of the survey she had "no verification that any of them were profitable."

The survey was conducted of the 158 U.S. and Canadian dailies that said, in response to an earlier survey, that they were participating in or planning cable operations [presstime, April 1983, p. 16]. Only three newspapers known to be actively programming cable did not respond. The two survey-sponsoring organizations will issue a final report on their findings.

Forty-five newspapers said that in five years they expect to be conducting a profitable cable venture; 15 said they expect to upgrade their service to a videotex operation; and 20 said they expect to upgrade to teletext. □

Telecommunications notes

Skyband Inc., controlled by publisher Rupert Murdoch, announced that it will delay beginning its direct broadcast satellite service until 1985. Originally, the service was to have begun this fall.

Among the reasons given for the postponement was a desire to use a new, more powerful type of satellite so that receiving dishes could be smaller [presstime, Oct. 1983, p. 23].

...

The first U.S. DBS service began Nov. 15. The United Satellite Communications Inc. system initially is delivering five channels of programming to the Indianapolis area. It uses an existing satellite.

...

The Federal Communications Commission Nov. 8 said that the federal government, not states and localities, have regulatory authority over **satellite master antenna systems**. Typically, these systems deliver programming via satellite to receiving dishes on top of apartment buildings. The signal is then carried by cable to the individual dwelling units.

In another ruling, the FCC said states and localities cannot regulate rates for pay TV services on cable television. They may, however, regulate rates for basic service.

...

The House Telecommunications Subcommittee Nov. 16 approved and sent to the full Energy and Commerce Committee a **cable-TV regulatory bill**. Four provisions that ANPA committees said they opposed in the bill as introduced by Subcommittee Chairman Timothy D. Wirth (D-Colo.) remained in the legislation [presstime, Nov. 1983, p. 15]. These provisions would prohibit newspapers from owning cable systems in the same community, allow government ownership of cable systems, require cable system operators to provide leased access to some cable channels and restrict the collection and use of cable subscriber information.

...

Three California newspaper companies have announced plans to launch an **agri-business videotex service** in late 1984.

"Grassroots California" will be operated as a joint venture by Videotex America, an

affiliate of The Times Mirror Co., parent of the Los Angeles Times; McClatchy Newspapers, publishers of the Bee newspapers in Sacramento, Fresno and Modesto; and TBC Inc., publisher of The Bakersfield Californian.

...

Harris Enterprises Inc. has expanded its telephone-based, videotex service. Now called "**Harris Electronic News**," the service started in July 1982 as "Agritext," a Hutchinson, Kan.-based service aimed primarily at a farmer and agribusiness market [presstime, July 1982, p. 28].

It recently established a second office in the Kansas City, Mo., suburb of Olathe, Kan., and has increased its data base to include additional business news and financial information, and, for Kansas City subscribers, news and information about that area.

...

Knight-Ridder Newspapers Inc. plans to purchase a 50-percent interest in **mobile telephone systems** in 15 cities. The FCC has approved Knight-Ridder's agreement to acquire half of TelAir Network Miami, and requests for acquisitions in the other 14 cities are pending before the commission.

TelAir operates so-called "specialized mobile radio" services that provide direct-dial telephone service for cars and boats in the 15 cities. SMR is similar in function to the new cellular radio service, but the two services use different technologies and frequencies.

...

Time Inc. ended its **experimental teletext project** and decided not to launch a commercial service. Time had been experimenting with teletext over cable TV systems in Orlando, Fla., and San Diego [presstime, Oct. 1983, p. 23].

...

A Warner Communications Inc. spokesman had "no comment" on a story published in The Washington Post that said the company is planning a "home information and entertainment project that would for the first time offer consumers **full two-way video services**." □

Initial Grenada reaction misleading

Public backed blackout? Polls inconclusive

By Neil D. Swan and C. David Rambo
presstime staff writers

After initial reports showed the public siding with the Reagan administration—and against the media—over government control of news of the Grenada invasion, it appears that a respectable percentage of Americans do share the concerns of those in the press about First Amendment rights.

"The media critics jumped on the issue right away. They loudly praised the President and the victory and got in their licks at the media on talk shows and elsewhere," said Floyd Abrams, a New York attorney specializing in press and broadcast rights issues. "But when we got a more serious, more scientific polling of opinion, we find the public much more sympathetic toward this question (press freedom) than it first appeared."

While the results of two polls appear somewhat contradictory, they at least show that public support for a news blackout was less widespread than initially feared by many First Amendment experts. And most Americans opposed any future blackouts of this sort.

In Congress, a measure to limit news controls passed the Senate as an amendment to the debt ceiling bill but was dropped in a conference with the House as the session wound to an end.

In the meantime, leaders of a number of press organizations, including ANPA, scheduled a joint session to discuss the denial of reporter access to early Grenada operations and its potential future impact on the relations of journalists, the government and the military. Also, a high-level commission of news representatives and military officers was created by the Pentagon to examine these issues.

In the hectic first days after the Oct. 25 surprise invasion, with highly unusual news controls in effect, it appeared as if millions of Americans were willing, if not pleased, to see the media denied access to news from Grenada. Many seemed eager to gloat at the frustrations and protests of the reporters, editors, newspapers and TV networks.

In those first days, evidence of the public's general support for the White House and the Pentagon mounted, much of it through the broadcast media:

- By a 4-1 majority, viewers responding to a phone-in news-comment show on Cable Network News told CNN's Daniel Schorr they applauded the news blackout.

- Listener phone-in response to the nationwide Larry King Show on the Mutual Broadcast System ran 75-25 in favor of the government and against the media. Listener response to local talk shows in many cities was similar.

- Mail to TV networks was overwhelmingly—perhaps 10 to 1—in support of the administration's muzzling of the media, according to testimony before a House subcommittee.

- Letters-to-the-editor columns and man-in-the-street interview stories in many newspapers expressed strong support of news curbs. One Washington Post reader wrote, "Thoughtful citizens everywhere are rejoicing in the liberal press's discomfiture about the way the Reagan administration and the Defense Department 'controlled the news.'"

The mood of the public was felt at the White House, where Chief of Staff James A. Baker III told the Los Angeles Times that "a large majority of the American people support" a press blackout on Grenada.

Representatives of the nation's media were saddened at their first appraisal of public response.

Former CBS news anchor Walter Cronkite told a Tonight Show audience he was "disappointed" at the public's failure to recognize the ominous nature of the news-control efforts.

Because of the widespread anti-media views reported in publications nationwide, Tennessee editor Richard D. Smyser commented, "I share the chill that runs through any conscientious newsperson. Unfortunately, people don't understand the First Amendment, and that scares me."

Smyser, editor of The Oak Ridger of Oak Ridge, Tenn., and vice president of the American Society of Newspaper Edi-

tors, said it was apparent that the President and his advisors have "no intellectual concern for the reason of the First Amendment." He said their focus is on the methodology of the press—persistent reporters constantly poking around for information, sometimes to the irritation of government officials—and not in terms of the "checks and balances of an informed public."

Judith D. Hines, vice president and director of ANPA Foundation and a member of the First Amendment Congress, said lack of public support "says we (the press) haven't done our job well enough" in educating the public about the virtues of freedom of the press.

But then, after the passage of time and the belated beginning of on-the-scene news reports from the tiny Caribbean island nation, the picture began to change. In some areas, a second generation of letters-to-the-editor began to appear, chiding the first crop of letter writers for their haste in approving news-muzzling. And then came results from a national poll designed scientifically to test public opinion on the issue.

A Washington Post-ABC News national poll showed that a plurality of the American public thought the government was wrong in restricting Grenadan coverage.

In response to the question, "Would you say the U.S. government has tried to control news reports out of Grenada more than it should or not?", 48 percent of respondents said yes, 38 percent said no, and 14 percent were undecided. The Nov. 3-7 telephone poll contacted 1,505 people selected from a random sample.

A poll by the Los Angeles Times found somewhat different results. The Times poll, taken Nov. 12-17, found 41 percent disapproved of the Grenada blackout (versus 48 percent in the Post-ABC poll), 52 percent approved (versus 38 percent) and 7 percent did not know (versus 14 percent).

But by a 2-1 margin, those polled by the Times said they opposed the notion of the blackout's becoming a precedent for future combat operations. Sixty-three percent



Most newspaper editorials and cartoons showered protests on government news control in Grenada, such as the example at right. But a few, like the cartoon above, were sympathetic toward blackout.

said they opposed such restrictions in the future, 28 percent approved and 9 percent did not know.

In its poll of 2,004 adult Americans nationwide, the Times also found that by a 4-1 margin, the public believes journalists who accompany combat troops perform a necessary service.

CNN's Schorr said he was not overly surprised at the polls indicating much stronger public criticism of news control than his phone-in segment had indicated. "It's a matter of the sample," he said. "I did not conduct a poll. I provided an outlet for those who volunteered an opinion; those with a strong opinion."

Attorney Abrams, who has argued media rights cases before the Supreme Court and written extensively on the issue, said he was pleased by the Post-ABC poll results.

"The administration, for all its pleasure at the public support it saw for news controls, must feel a bit bruised at the near-unanimity of the media criticism it is receiving," he said.

"News blockade." Numerous press organizations, including ANPA, the American Society of Newspaper Editors, and the Society of Professional Journalists, Sigma Delta Chi, strongly protested what ANPA called the "news blockade."

On Oct. 27, ANPA issued a sharp message, saying, "Such actions to keep the correspondents of a free press from serving the information needs of a free society

are unprecedented and intolerable."

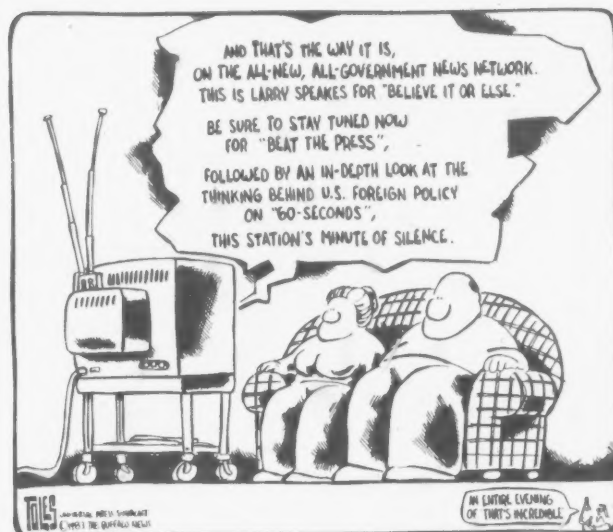
Jerry W. Friedheim, ANPA executive vice president and a former assistant secretary of defense for public affairs, said the Association "urges the President and the Congress to immediately investigate how this public information fiasco occurred and to renounce the policy of secret wars hidden from the American people." (See essay, p. 30.)

In a follow-up letter, ANPA Chairman and President William C. Marcil and ASNE President Creed C. Black asked President Reagan to meet with a small group of editors and publishers on the news control issue.

While there had been no reply to that request by late November, leaders of editors and publishers groups planned their own meeting. Black and Marcil called a special meeting for Nov. 30 in Washington for the presidents or senior representatives of ANPA, ASNE, the Associated Press Managing Editors Association, the Associated Press, United Press International, the Reporters Committee for Freedom of the Press and SPJ.SDX to discuss the government news blackout and possible consensus responses.

In a response to the media protests, Defense Secretary Caspar W. Weinberger and Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, asked Winant Sidle to head a commission to investigate ways the press could be accommodated on any future military missions.

Sidle, a retired Army major general, is



public relations director of Martin Marietta Corp., a major defense contractor. His commission is to be comprised of journalists and military personnel.

Sidle told presstime the commission will probably have 16 to 20 members. After appointments are made, he hopes meetings will begin early in 1984. Recommendations will be sent to the Pentagon on improving media-military relations, particularly in times of crisis, but no timetable has been established, he said.

Joining in the press organizations' protests were dozens of newspapers.

Typical of the editorial-page criticism was that of The Daily World of Opelousas, La. It questioned why Reagan would exclude "firsthand reports going back to America. It now appears to have been an attempt by the administration to paint the invasion as a painless rescue mission in which American soldiers are glamorized to perfection. . . . We must never be denied the pains of war. That would make war too easy."

The New York Times described as "feeble" the Reagan administration's reasons for barring the press for the first two days of the invasion: danger to journalists, "military necessity," and Defense Secretary Weinberger's assertion that he "wouldn't ever dream of overriding a commander's decision" to keep reporters away from the scene.

"If some general does not understand the big principle at stake here, then civilian commanders—like the secretary of de-

fense—surely should," the Times said. "The principle is not hard to grasp. It's not a case of accommodating a few hundred reporters or their employers. It's a case of responsibility to 235 million Americans who depend on those reporters."

But the press's condemnation of the government's clampdown on information was not unanimous. Some papers defended the government's actions.

For example, the Richmond (Va.) Times-Dispatch said it did not go along with outrage expressed by so many other papers because "we are more concerned about the security of our country and of the men and women who fight for it."

Another conservative daily, The Washington Times, said that freedom of the press is "not an absolute. It is . . . part of an interlocking network of constitutional devices designed to insure the survival of our democracy, designed to shield our freedoms."

At least one news organization was considering filing a First Amendment lawsuit over the government's handling of the situation, but by press time none had done so. Such a suit was filed, however, in the U.S. District Court for the District of Columbia by the publisher of Hustler, a sex magazine. □

U.S. assists in revival of newspaper in Grenada

A privately owned press returned to Grenada Nov. 19 with the revival of a newspaper whose editors were jailed in 1981 by the socialist government of recently murdered Prime Minister Maurice Bishop. Production of the Grenadian Voice was assisted by American military forces.

"The price is only one dollar, with no jail afterward," said Editor Leslie Pierre as he hawked copies in downtown St. George's. A front-page editorial offered President Reagan the newspaper's "Order of Valor" for ordering what it called a "rescue mission."

The United States provided some typesetting equipment and flew the copy aboard military transport planes to Barbados for printing and then back again for distribution.

Bishop had jailed journalists, shut down publications and lectured that "an independent press is a tool to challenge the revolutionary process." □



At workshop (from left): USA Today's John Quinn, AP's Keith Fuller, Adm. Hyman Rickover.

APME names panel to probe newspaper credibility issue

The Associated Press Managing Editors Association has formed a new committee to examine the credibility of newspapers.

The Credibility Committee, which was established during the organization's 49th annual convention Nov. 1-4 in Louisville, will "deal with the problem of sloppy reporting and inaccuracies in print," said Ted M. Natt, editor and publisher of The Daily News, Longview, Wash. Natt was elected APME president at the convention.

In another development there, Robert H. Giles, editor of the Democrat & Chronicle and Times-Union of Rochester, N.Y., reported on a survey showing that nearly four of every 10 editors believe they have a job-related health problem. The study, a follow-up to a similar project in 1979, found that inability to sleep was the most frequently cited health problem.

Detailed reports by APME committees also were released during the convention. The committees and the chairmen that produced them are:

- Modern Living: Richard D. Tuttle, Star-Gazette Sunday Telegram, Elmira, N.Y.
- Business & Economics: Alan Moyer, The Arizona Republic, Phoenix
- Newsroom Management: Larry Fuller, Argus Leader, Sioux Falls, S.D.
- Citations: Jennifer Allen, The Commercial Dispatch, Columbus, Miss.
- Minorities: George R. Blake, The Cincinnati Enquirer
- Photo & Graphics: C. Donald Hatfield, Herald-Dispatch, Huntington, W. Va.
- State News: Jack E. Howey, Nixon Newspapers Inc., Peru, Ind.

- Sports Study: Drake Mabry, The Des Moines Register

- Writing and Editing (three reports—"Libel and Invasion of Privacy Manual," "Editors in the Electronic Age" and "A Note-Writer's Index"): Trueman E. Farris Jr., Milwaukee Sentinel

- Freedom of Information: The Miami News

- Telecommunications and Technology: Thomas W. Jobson, The Asbury (N.J.) Park Press

- Changing Newspaper (two reports—"A Report on Sunday Magazines" and "A Look at USA Today"): David Halvorsen, San Francisco Examiner

- Professional Standards: Ralph Langer, The Dallas Morning News

- Media Competition: Philip Bookman, Stockton (Calif.) Record

- General News: Gene Foreman, The Philadelphia Inquirer

- Foreign News: Robert J. Cochran, San Jose (Calif.) Mercury-News

- P.M. Newspaper: Robert W. Ritter, The Olympian, Olympia, Wash.

- Journalism Education: Lawrence K. Beaupre, Times-Union, Rochester

- 50th Anniversary History: William F. Cento, St. Paul (Minn.) Dispatch.

Limited quantities of the reports are available from the ANPA Public Affairs Department.

Besides Natt, the convention also elected Michael J. Davies of The Hartford Courant, vice president; James F. Daubel of The News-Messenger, Fremont, Ohio, secretary; and W. Howard Eanes of the Augusta (Ga.) Chronicle, treasurer. □

SPJ, SDX fund drive will seek \$2.4 million for new programs

The Society of Professional Journalists, Sigma Delta Chi, has decided to expand its programs and services—including es-



Phil J. Record

establishment and operation of an Institute for Professional Journalism—through a new fund-raising program.

"We decided that we have got to get out of the strait-jacket of relying entirely on membership dues," said incoming President

Phil J. Record, associate executive editor of the Fort Worth Star-Telegram. The initial goal, approved by the society's board of directors during the SPJ,SDX convention Nov. 9-13 in San Francisco, is to raise \$600,000 from members over and above dues. Record said the campaign then will attempt to raise another \$1.8 million over the next three years from media corporations and large foundations that are interested in free-press matters.

For the most part, the extra money would be earmarked for the IPJ, which would serve as an umbrella for seven major projects: a journalism fellowship program, a visiting editors' program in which smaller media companies would be able to benefit from the expertise of well-known editors, a full-time continuing-education coordinator, fellowships for Third World journalists, an additional \$100,000 annual allotment for The Quill magazine, more continuing-education regional conferences and an increase in the programs of local and campus chapters.

Tentatively at least, the IPJ would be located in Chicago, where the society is based.

Also with money raised in the fund drive, SPJ,SDX wants to establish a Freedom of Information Center with a full-time staff director in Washington, D.C., Record said. The center would serve as a permanent home for data on FOI and free-press issues.

Lastly, the organization plans to expand

its Education and Public Awareness Program, which attempts to educate the public about free-press concerns.

These and other activities will require SPJ,SDX to hire a full-time fund-raiser, and a search is underway for such a person, Record added.

In other business at the 74th annual convention:

- Record was elected 1983-84 president, succeeding Steven R. Dornfeld, Washington correspondent of Knight-Ridder Newspapers Inc.

Other officers elected were Frank Sutherland, managing editor of the Hattiesburg (Miss.) American, president-elect; Robert Lewis, Newhouse Newspapers Inc., Washington, D.C., secretary; and Robert H. Wills, editor of The Milwaukee Sentinel, treasurer.

- The society released two comprehensive reports. The 1983 Journalism Ethics Report, produced in cooperation with Capital Cities Communications Inc. and Montgomery Newspapers of Fort Washington, Pa., held that today's news executives are more reluctant than their counterparts of a decade ago to permit staff members to accept free trips, gifts and favors. The 1983-84 Freedom of Information Report, produced in cooperation with Gannett News Service, reviewed major free-press cases of the past year.

Copies of both publications are available from the society at 840 N. Lake Shore Drive, Suite 801 West, Chicago, Ill. 60611. □

AP to launch new service carrying sports statistics

The Associated Press will launch a new service called Special Sports Statistics to satisfy increasing demand for so-called "agate" matter.

The supplemental wire, carrying detailed statistics and other data unavailable on traditional AP sports wires, will be delivered via satellite at 1,200 words per minute, starting Dec. 1. The material will be sent unjustified so that newspapers "can mold it to fit their own specific needs," the wire service said. □



TV reporter Byron Barnett, cameraman John Thompson broadcast from newsroom of Lawrence Eagle-Tribune.

5 papers, TV station establish unique news sharing co-op

Five Massachusetts daily newspapers and a Boston television station have launched a highly unusual news cooperative called the New England News Exchange. Under the arrangement, newspaper and TV reporters can tap the knowledge and expertise of one another.

The station, WNEV-TV, has rented space and set up two-person bureaus at the Lawrence Eagle-Tribune, The Middlesex News of Framingham, The Patriot Ledger of Quincy, the Worcester Telegram and The Evening Gazette of Worcester.

Besides the mutual benefit of sharing information, the newspapers also benefit from being mentioned in the newscasts as sources of information, noted Kenneth J. Botty, editor of the Worcester dailies.

Daniel J. Warner, editor of the Lawrence paper, echoed this view. "Our readers are impressed," he said. "They see us as larger than they saw us before."

Warner said that the exchange, which began in mid-October, is working well. In fact, "we're getting more help from them (the TV station) than I thought we'd get." WNEV tipped off the Eagle-Tribune on the name of a local victim in the bombing of the U.S. Marine outpost in Lebanon.

WNEV spokeswoman Robin Reibel said two other television stations plan to join the exchange, WLNE of Providence, R.I., and WFSB of Hartford, Conn. □

U.S. marshal poses as reporter, prompting complaints, 'inquiry'

The Justice Department is conducting an inquiry into an incident in Athens, Ga., in which a deputy U.S. marshal posed as a reporter. The investigation was sought by four Athens newspapers.

The incident took place Oct. 14 in the Athens office of the Progressive Resource Center, a clearinghouse for certain citizens' groups. Two marshals went there to serve a summons on a member of an organization planning to hold a demonstration at the nearby Savannah River Plant, where fuel for nuclear weapons is produced. The summons was for a hearing on a request for an injunction to stop the protest.

In the process of trying to identify the person to whom the court papers were addressed, one of the marshals said he was a reporter from Greenville, S.C.

Following the incident, a letter of protest was sent to U.S. Attorney General William French Smith by Robert W. Chambers, publisher of The Athens Banner-Herald and Daily News; Rollin M. McCombs, publisher of The Athens Observer, a weekly newspaper; and Charles H. Rus-

sell, general manager of The Red and Black, the University of Georgia daily.

Also protesting the action were the local chapters of the Society of Professional Journalists, Sigma Delta Chi, and the American Civil Liberties Union.

A spokesman for the U.S. Marshals Service, which is part of the Justice Department, said that the practice is not illegal and that the service has no prohibition against it.

In confirming that an "inquiry" is being conducted, Justice spokesman John K. Russell said he could not comment further while the investigation is going on.

A bill introduced in the Senate earlier this year would set standards for Justice Department agents impersonating reporters [presstime, Sept. 1983, p. 13]. S 804 is pending in the Judiciary Committee, with no action currently scheduled.

ANPA Counsel/Government Affairs Claudia M. James said ANPA is seeking to compile information on the extent to which other incidents of reporter impersonation have occurred, either by federal or state officials. □

Crackdown aims at another leak

The federal government has taken another step to stop leaks of information.

This time the crackdown is at the U.S. Department of Commerce. A new policy there involves economic reports on nine sensitive areas, including data on leading indicators, housing starts and retail sales.

The policy allows reporters to continue to see copies of the reports a half-hour before they are released, but the reporters are not allowed to leave a "holding room" or make telephone calls until release time.

Previously, this so-called "lock-up" procedure had applied only to one of the reports, having to do with merchandise trade.

The new policy was adopted in early November. Late in the month, spokesman B. Jay Cooper reported the leaks had dried up. "I can't say that the new rules have completely solved that," he said, "but so far, (there have been) no premature releases." Cooper said at the same time it

imposed the restrictions on the press, the department limited the number of its own staffers with advance access to the reports.

Linda S. Stern, economic correspondent for The Journal of Commerce, accused department officials of having a "cover themselves" mentality. She said "most of the people over there, from what I understand, don't think reporters" are responsible for the leaks. She said the press is being inconvenienced for "no good reason."

Among the complaints reporters covering the department but working out of a press room elsewhere have is that they cannot bring advance copies to their desks to compose their stories on VDTs.

Another problem, reporters say, is that they cannot place calls, even within the department, from the holding room. They have asked that an economist be made available in the room for interviews. □

News research notes

In the first Newspaper Research Journal devoted to a single issue, several reports link newspaper readership to people's sense that it is a **civic responsibility to be informed** about public affairs.

This concept may tell more about newspaper readership than traditional analysis of demographics or the quality of newspapers themselves, conclude the papers assembled by Maxwell E. McCombs, John Ben Snow professor of newspaper research at Syracuse University's S.I. Newhouse School of Public Communications, and director of the ANPA News Research Center there.

In the publication's just-released summer 1983 edition, David Weaver, director of the Bureau of Media Research at the Indiana University School of Journalism, and Virginia Dodge Fielder, director of news and circulation research for Knight-Ridder Newspapers Inc., observe that while city residents read newspapers as a "routine behavior that cuts across different social classes and levels of civic attitude," suburban readership of metropolitan papers is "more dependent upon a stronger need to keep informed."

...

American newspapers have failed to inform their readers of significant **social issues underlying the women's movement**. Instead, they focused on "controversy, confrontation and sensation," according to a new report by the Women's Studies Program and Policy Center at George Washington University.

The project examined 4,566 articles on six "women's issues"—domestic relations, pay equity, discrimination in education, the Equal Rights Amendment, the National Women's Conference and the World Conference of the UN Decade for Women.

The Associated Press and 10 newspapers provided articles for analysis—Arizona Daily Star of Tucson, The Atlanta Journal and Constitution, The Cincinnati Enquirer, Dallas Times Herald, The Denver Post, Detroit Free Press, Los Angeles Times, The Miami Herald, The New York Times and St. Louis Post-Dispatch.

Copies of a 24-page summary of the research are available from Mailing List Systems, Inc., 7211 Lockport Place, Lorton, Va. 22079, (703) 550-7310. □

Learning from the blockade

*Now is the time for both sides—
the government and the press—
to reflect on the actions in Grenada.*

By Jerry W. Friedheim

There are delicacies in democracy: institutional interrelationships that do not lend themselves to stubbornness and bluster; facets of the interdependent constitutional whole; custodians of the coexistence comity that cements a free society.

That's why everybody shudders—or should shudder—when one constitutional institution indelicately thwarts the functioning of another.

As when, for recent example, the executive branch of government unilaterally, deliberately, unnecessarily—even a bit gloatingly—imposed prior restraint on the people's representatives, a free press.

The Grenada news blockade. Seemingly a little thing in the midst of a quick, relatively safe military victory and rescue; but a very big little thing in the sweep of constitutional history; a unique, jolting, worrisome rejection

of a thing; the sort of confrontational upheaval that rocks democracy's underpinnings.

It's the kind of thing that makes folks want to "sue somebody." But first, sober second thought is required—on all sides if possible. Peace pipes should be smoked; civility sought. Nobody should seek or want "total victory." The checks and balances of our freedom-preserving system must be brought back into balance by citizens of wisdom, historic perspective and future perception. ANPA, ASNE—everybody else on the press side—can play a role in the restoration of reason.

What happened we know. Two days-plus of prior restraint on the operation of a free press; two days-plus of exclusively government-controlled news. Prior restraint caused by political and historic anti-press pressures we all recognize. Prior restraint sorely abetted by a lack of planning—indeed a refusal to plan—which closed out government's options to do right and resulted in not only a wrong, but in a largely ineffective wrong.

Scores of military and civilian public affairs officers of the government could have worked out ways to provide early free-press access while protecting troop safety and mission security. A very small press pool under voluntarily controlled reporting conditions was the obvious answer. General Eisenhower in World War II knew how to do that. General MacArthur in Korea knew how to do that. General Abrams in Vietnam knew how to do that. Today's press corps knows how. Today's combat commanders know how.

Why didn't they do it? What were the perceptions that made them forget how and disregard why?

It is possible the military services conducted their hasty, attack planning thinking about a very brief, not very big, rescue mission employing a number of commando-type tactics; not the sort of thing reporters have always



Jerry W. Friedheim

Friedheim, a former Missouri newspaperman and now executive vice president and general manager of ANPA, was Pentagon spokesman and then assistant secretary of defense for public affairs in 1969-74.

An interview with Friedheim about the Grenada news blackout was published in the Nov. 14 issue of U.S. News & World Report. Copies are available from the ANPA Public Affairs Department.

essay

accompanied initially, but which could be covered eventually.

It is possible that White House advisors, focused almost solely on television image-making, adopted the simple, political axiom that there should be no non-governmental reports to the public until the President had an opportunity to make an early, prime-time speech to construct the discussion framework he desired.

It is possible the President and secretary of defense really did think they could leave everything up to the generals and admirals.

It is possible our press, already concerned about attacks on the Freedom of Information Act and about lie-detectors and about lifetime censorship, had visions of lengthy exclusion from a rather big event—perhaps even an invasion—particularly because that's what the Commander-in-Chief called it.

It is possible everybody assumed the worst case. And maybe those were right assumptions. Maybe not. And maybe it need not matter so much now either way, because some corrective actions occurred and good intentions were promptly pleaded. Within a week the State Department's delegation at a Paris UNESCO meeting was stating: "From the beginning our plans called for the presence of the media no later than the morning of the second day of action."

Forget that there was no plan; only ad hoc scrambling. Now there is talk of planning and of intentions of access. Grenada is behind us; so let's try to look mostly forward. Let all sides close one eye to the past but keep a watchful eye on the future—and talk it out, and agree that there are reasons wise leaders did it differently before and reasons wise leaders will do it right in the future.

What reasons? What considerations need apply? Three primarily.

- Military security vs. informed citizenry
- Government credibility with public and Congress
- Public trust in the armed services.

Books have been written on these things, but the summaries are:

Both sides of the *military security/informed citizenry* equation are necessary for the result to equal a free society; and both can be satisfied by the cooperation of professional soldiers, professional newsmen and wise national leaders. Neither national imperative need be set aside. In a democracy, the public will support military actions and foreign policies only when it knows about and understands them—and the public gets its information through the news media.

Government credibility is constructed painstakingly, day-by-day, throughout a President's term. It comes from candor, professionalism, openness, goodwill, good humor and admitting an occasional misstep. It is enhanced if "no



In Barbados, reporters learn from Air Force Capt. Keith Graham (center) who will be in Oct. 29 press pool.

comment" is said sometimes. Credibility preserved provides citizen support for difficult government decisions in inevitable crises. Credibility squandered away through dissembling, infighting or pervasive, prolonged secrecy will undermine first the government's ability to act, then the government itself, then the nation.

Trust in the armed services also is long abiding and can be lost in a flash. The uniformed services of a democracy must be a part of, not apart from, their society. Volunteers must believe before they will enlist. Taxpayers must support before they will elect representatives who will back defense programs and appropriations. Civilian leaders must know and respect military leaders before they will entrust them with awesome firepower and with the lives of young servicemen and women. Doubletalk, arrogance and secrecy demolish trust. Do it once quickly and the public shrugs; do it again, or for long, and public/congressional support quickly erodes, soon dies.

So each constitutional institution has a stake in doing things right. The press must respect the need for military security because that is right. The military must respect the need of the people to know what their uniformed men and women are doing—and not doing—because that is right. The government must nourish its own credibility and an open society's discourse because that is right.

And no institution must seek to bar another from the constitutional playing field—or the entire game of freedom will end. A strong, free country and a strong, free press are inseparable.

The goal for us all now must be to make sure the constitutional system rebalances; then everybody wins.

John M. McClelland Jr.

He wins the admiration of his big-city brethren

By C. David Rambo
presstime staff writer

The setting: a large Northwestern city with two big dailies which together dominate the market. You own a weekly and a twice weekly published in suburban communities within 10 miles of the heart of downtown. Do you dare combine them into a daily that will compete against the a.m. and p.m. metros?

John M. McClelland Jr. took such a calculated risk in the Seattle suburb of Bellevue, Wash., and it paid off. His Journal-American daily, started in 1976 through a combination of the Bellevue American and the Kirkland Eastside Journal, has climbed in weekday circulation to 26,312. A Sunday edition started just last year has a circulation of 26,254.

McClelland, chairman of the board of the McClelland Newspapers group, says there is a simple reason for the success. It is dedication to the editorial product.

"We have one of the biggest editorial staffs for a paper our size in the Northwest, if not the whole country," he says. The Journal-American has 55 editorial employees out of a total staff of 205. It emphasizes local news that The Seattle Times and Seattle Post-Intelligencer cannot provide.

In fact, McClelland contends that the financial problems of the P-I—which earlier this year entered into a joint operating agreement with the Times—were due to an "unwillingness to invest in an adequate news staff. In order to sell your product, you've got to have a good product."

Above all, he says, that means good writing and editing—something he insists on at all the group's papers: The Daily News of Longview, Wash., The Daily News of Port Angeles, Wash., and half-ownership in The Chronicle and The Sentinel-Mist, a semi-weekly in St. Helens, Ore. The Longview daily won a Pulitzer Prize in 1981 for its coverage of the Mount St. Helens eruption.

McClelland has chosen virtually all the top editors for his papers, and he insists that his publishers have strong editorial backgrounds. And he practices what he preaches. For 30 years he wrote a daily, front-page column for the Longview paper, and even today he writes a weekly column for his three Washington state dailies, usually relating to state issues. The daily column is a "family tradition," started by McClelland's father in 1929 and carried on today by McClelland's nephew Ted M. Natt, publisher of the Longview paper. Natt is the newly elected president of the Associated Press Managing Editors Association.

McClelland says his family-owned group does not have profit margins as high as those reported by some bigger newspaper companies. "We spend more on the news content and as a

consequence we make less money. . . . That's OK because we don't have to please a lot of outside owners."

The 68-year-old newspaperman was introduced to the business by his father, a native Pennsylvanian, who in 1923 moved the family from Rogers, Ark., to Longview where the senior McClelland was named editor of the News. He later bought the newspaper, then a weekly, and his son expressed a natural interest in it.

McClelland first worked as a carrier, then spent summers in the composing room, the pressroom and newsroom—just about everywhere except advertising sales. After receiving a journalism degree from Stanford University in 1937, he worked briefly for California dailies in Santa Ana, Salinas and Sacramento. He says he wanted "to get some experience and prove that I could make it in the newspaper business without working for my father." It was a worthwhile venture, he says, because of the wide variety of experience it provided. At one newspaper, "I did everything. Whoever didn't show up, I'd have to do their job."

McClelland went back to Longview in 1939 both to marry and to become the \$45-a-week city editor of his family's newspaper, which by then had become a daily.

From his base of operations in that lumber city of 31,000, McClelland has gained a national reputation for his journalistic efforts. He served on the board of directors of the Associated Press, as national president of the Society of Professional Journalists, Sigma Delta Chi, and as president of Allied Daily Newspapers, a region association of papers in the Northwest.

James B. King, executive editor of The Seattle Times, describes McClelland as "the complete newspaperman his whole life." And although the much smaller Journal-American poses no major threat to the Times, it does present "challenging suburban competition in our primary market," King says.

The Journal-American was almost an immediate success, showing a small profit within two or three months, Natt says. Part of the reason is that affluent Bellevue enjoys a natural geographic separation from the central city—Lake Washington—and has enjoyed good growth in the last decade.

The Journal-American faces new challenges arising from the Seattle joint operating agreement, which McClelland and other suburban publishers fought, unsuccessfully, all the way to the U.S. Supreme Court. Under the JOA, the evening Times, circulation 225,447, and morning P-I, circulation 191,885, combine all operations except editorial. "It's one thing when your two main competitors are fighting each other. But it's something else again when they join forces and turn their guns on you," he says.

Despite such weighty business concerns, McClelland has interests that extend well beyond the newspaper business. He is an avid history buff, and he enjoys getting out on Lake Washington in his 42-foot cabin cruiser. Those diversions notwithstanding, he says he has no plans to retire.

He and his wife Burdette have a son, John M. McClelland III, who operates a cable television company in the Longview area that the family started in 1965, and a daughter, Genevieve. □



John M. McClelland Jr.

Compatibility cited

Local NIE staffs see no threat from USA Today

By Carmen C. Clark
presstime editorial assistant

The nationwide newcomer in the Newspaper in Education field, USA Today's Classline, is posing no threat to existing NIE programs, their managers say.

Most NIE people believe that USA Today will find a niche as an in-classroom instructional tool, but—despite some earlier-expressed fears to the contrary—they do not think this will happen at the expense of local NIE programs.

Officials of Gannett Co. Inc., which owns USA Today, had said when Classline was launched three months ago that it would not threaten local NIE programs [presstime, Sept. 1983, p. 47].

Since September, Classline has approached schools in each of the 20 major markets where USA Today is distributed, informing local education officials about the program.

Paul Glancy, USA Today educational services manager, would not comment on the number of school systems where Classline currently is in use. However, he says, the initial reaction has been quite positive. "Teachers have told us they like both USA Today and the local paper. It's a good way to compare news."

Classline provides such services as free educational guides, a 40 percent discount on the newsstand price of the paper and workshops for educators.

Nevertheless, a half-dozen local NIE officials interviewed by presstime emphasized that the local paper is the backbone of the concept of using newspapers in the classroom. "The whole idea of NIE is to have youngsters use the local newspaper," says Stuart L. Kendall, NIE coordinator for the Milwaukee Journal and Sentinel.

In Chicago, Sun-Times Educational Coordinator Julie C. Morris says local news plays a big part in her paper's NIE program, too. Because of that, and also because the Sun-Times' NIE program is so long-established, she has not felt any effects from the Classline project, she says.



Classline staffers are trained on how USA Today can be used as a classroom aid.

"Our paper has been around a long time," echos NIE Coordinator Ann W. Ely of the Indianapolis Star and News. She adds: "USA Today cannot compete. I'm confident in our ability to hold our unique position in the educational community. We've cultivated administrators and state department (of education) people, so that our newspaper is part of the fabric of the educational system."

"USA Today doesn't tackle the controversial local issues," Ely continues. "It can't complain about the quality of local education or teachers. It's not going to take on the local school board"—the types of issues students can relate to in courses like government, civics and history.

In addition to having a monopoly on local news, local NIE programs also enjoy an edge in providing personal services to schools, says Tim Callahan, Florida Department of Education NIE coordinator.

Local newspapers are able to offer such services as newspaper tours, sending reporters to the schools and demonstrating through workshops how to use the newspaper. "USA Today supplies teaching guides and newspapers—that's all," says Kathleen T. Haffee, NIE coordinator of the Pottsville (Pa.) Republican.

Milwaukee's Kendall puts it this way:

"The Journal and Sentinel are just a local phone call away, no further than 45 minutes from any of the 650 schools in our area. USA Today cannot provide that service."

Is there room for both the local newspaper and USA Today in a community's NIE program? Yes, according to some local-program activists. Because USA Today is more national in perspective, visually attractive and concise, Rita F. Broadway, NIE coordinator at the Courier-Journal and The Louisville Times, believes it will complement the local paper.

Kendall of Milwaukee and Callahan of Florida say, however, that USA Today and Classline are perhaps better suited for high school students than younger ones that local programs also reach. "There are some educational applications where USA Today might replace the local paper—such as in social studies and civics classes where the national focus is more useful than just the local focus," Callahan says.

Indianapolis' Ely notes that teachers and students alike appreciate USA Today's quick read and colorful graphs and charts.

"USA Today is going to sharpen us up," she says. "We may have to step up our NIE promotions. It's been a healthy shot in the arm." □

Curriculum change may limit students' plan for journalism

By Margaret Genovese
presstime staff writer

The move to increase the quality of high school education may mean journalism courses are being crowded out of the schedules of top students, many journalism teachers fear.

In North Carolina, for example, there is already some evidence that journalism classes are being hurt by the state's new "scholars program." But in Indiana, a concession has been made to keep journalism on the list of courses students may take to fulfill more stringent graduation requirements.

Jane B. Kinchloe, publications advisor at Millbrook Senior High School in Raleigh, N.C., says journalism professionals should be concerned about anything that cuts into the attractiveness of journalism classes in the nation's secondary schools. "These high school programs encourage our bright youth to consider careers" in the media, she observes.

In her state, the scholars program that was instituted this school year by the state Board of Education recognizes "top-level students" who have "completed a well-balanced high school program," according to Thomas G. Houlihan, special assistant for secondary education in the Department of Public Instruction. Recognition comes in the form of a notation on students' transcripts and a seal on their diplomas.

To receive a normal high school diploma in North Carolina, students must complete 20 course "units," nine of which may be electives like journalism. A unit is equivalent to one school year of a one-hour course.

To receive recognition as a "scholar," a student must complete 22 course units, and only three or four of those units—depending on which of two course outlines is followed—may be electives.

Kay D. Phillips, a journalism teacher in Henderson, N.C., says she became aware of the threat to journalism classes when a guidance counselor told her she had shunted several students away from Phillips' newspaper course because they wanted to be in the scholars program. She

said the number of Vance Senior High School students seeking enrollment in her class dropped from the usual 35 to 21 this year.

In its new emphasis on academic excellence, North Carolina is reflective of a nationwide trend. The Education Commission of the States has identified 20 states that it believes have increased high school graduation requirements.

Observers say impetus to the movement can be traced to the April 1983 report titled "A Nation at Risk: The Imperative for Educational Reform." In that report, the National Commission on Excellence in Education roundly criticized U.S. education and recommended that state and local high school graduation requirements be strengthened.

But at least one state, Indiana, has made an accommodation for journalism courses in its striving for academic excellence.

Next year, the state will increase the number of courses in English, math and science required for high school graduation, but, as has been the case for several years, journalism courses may be substituted for the required English courses.

Despite that concession, Mary I. Benedict, associate professor of journalism at Indiana University, says she is concerned that "very, very important enrichment courses" are being neglected in educators' eagerness to go "back to the basics."

Benedict, former head of the Secondary Education Division of the Association for Education in Journalism and Mass Communication, says students have "very hard choices to make" in their programs.

William Clay Parrish, assistant director of research for the National Association of Secondary School Principals, contends that the trend toward increasing the number of required courses is not necessarily bad news for electives such as journalism.

"This simply will cause a student to refine or fine tune the courses that will be most germane for his or her work," he says. "In some cases that will be a journalism class, for some students it will be a typing class." □

Student papers named winners of top honors

Eleven student newspapers have been named winners of the 1983 Pacemaker Awards, jointly sponsored by ANPA Foundation, the National Scholastic Press Association and the Associated Collegiate Press.

The program recognizes the best in high school and college newspapers throughout the United States. They are judged for best overall content and appearance, with emphasis on excellence in writing, design and coverage.

Winners of the high school competition are:

- Orange R. Roseburg (Ore.) High School, Roseburg
- York-Hi, York Community High School, Elmhurst, Ill.
- The Oracle, West Springfield High School, Springfield, Va.
- Union Street Journal, Cherry Creek High School, Englewood, Colo.
- The Kirkwood Call, Kirkwood (Mo.) High School.

Winners of the collegiate competition are:

- The MATC Times, Milwaukee Area Technical College
- The Ranger, San Antonio College
- The Graphic, Pepperdine University, Malibu, Calif.
- The Daily Eastern News, Eastern Illinois University, Charleston
- The Maroon, Loyola University, New Orleans
- The Breeze, James Madison University, Harrisonburg, Va.

In announcing the winners, Donald N. Soldwedel, chairman and president of ANPA Foundation, said, "These newspapers have exhibited the highest standards of journalism. The student staffs who produce these publications and the faculty who guide them are to be commended for the excellence of their product. It is heartening to know that many of these talented young men and women will some day bring this excellence to the newspaper profession."

Soldwedel is president and publisher of Western Newspapers Inc. of Yuma, Ariz. □

Program will seek to match minority students, J-schools

Youth Communication National Center, whose programs enable inner-city high school students to produce newspapers, radio programs and cable TV shows, is taking additional steps to encourage its student journalists—primarily minority members—to consider media careers.

The organization has launched a college information program called "Project Target." It is designed to "try and match students interested in journalism training with journalism schools interested in bringing (in) more minorities," according to Executive Director Craig W. Trystad.

Sixty-one accredited schools and departments of journalism in the United States are participating in the program, he said. These schools expressed both an interest in receiving the names of potential students and a willingness to send campus and curriculum information to Youth Com-

munication centers around the country.

Initially, Project Target is aimed at students working in Youth Communication programs. Ultimately, Trystad said, it is hoped the project can be expanded to other students.

Youth Communication has centers that publish monthly newspapers in Chicago, New York City, and Wilmington, Del. Its center in Oakland, Calif., produces a weekly, 15-minute radio program and a twice-monthly page of youth-oriented news for the Los Angeles Herald Examiner. Its center in Philadelphia publishes a newspaper and has produced a pilot program for cable television. Centers are being developed in Cleveland and Los Angeles.

The centers are supported by private sources of funding, such as corporations and foundations. □

Medill to review reaccreditation decision

The dean-designate of the Medill School of Journalism at Northwestern University says he will review with school officials the 1982 decision not to pursue reaccreditation for Medill's graduate program.

Edward P. Bassett, who will become dean of the Evanston, Ill., school early next year, is a former member of the Accrediting Council on Education in Journalism and Mass Communications and served as its vice chairman.

In February 1982, Northwestern University President Robert H. Strotz withdrew the school's request for reaccreditation of its graduate journalism program while an ACEJMC visiting team was on campus, citing the team's insistence on faculty salary information.

Asked whether he would seek reaccreditation for the program, Bassett said he would have to "review the entire process" with the university's provost and Strotz. "I don't think there is any hard and fast rule that Northwestern will stay out," said Bassett.

He noted that the accrediting process itself is undergoing review. "With it, we will do some review within Medill and Northwestern and see where compatibility lies,"

he said.

Bassett is editor of the Statesman-Journal in Salem, Ore. Prior to assuming that post in 1980, he was director of the School of Journalism at the University of Southern California [presstime, Sept. 1980, p. 23]. He also has been dean of the School of Journalism at the University of Kansas and acting chairman of the Department of Journalism at the University of Michigan. □

Charleston NIE project focuses on the city

An innovative Newspaper in Education project developed by the Educational Services Department of the Charleston, S.C., newspapers is teaching students more about that city.

The Charleston Project includes 17 learning-center activity folders, 27 historic Charleston location flash cards, a map of the Charleston area and a teacher's guide. The materials are designed to be used in conjunction with current editions of The News and Courier and The Evening Post.

The project seeks to improve reading, writing and other skills for elementary through high school level students. □

L.A. Times unveils new intern program for minorities

An internship program and a conference have been added to the list of programs designed to increase minority representation in the newspaper business [presstime, May 1983, p. 43]. Another minority internship program, begun this year, will be repeated in 1984.

The Los Angeles Times' new internship program is for minority journalists who have completed their college education and are beginning journalism careers.

The first, year-long Minority Editorial Training Program, funded jointly by the Times and its corporate parent The Times Mirror Co., will begin July 1, 1984.

Eight interns will be furnished with housing and a weekly stipend of \$150. They will receive classroom training, accompany staff reporters on assignments and write their own stories. Deadline for applications is Jan. 15.

Another Times Mirror newspaper, Newsday of Long Island, N.Y., will sponsor a Journalism Opportunities Conference for Minorities Feb. 25-26, 1984, at the C.W. Post Center of Long Island University in Brookville, N.Y.

The conference will give minority journalism students and beginning journalists an opportunity to attend workshops and to have job interviews with newspapers. According to Sam Ruinsky, Newsday community affairs director, the conference is primarily for students, journalists and newspapers east of the Mississippi.

Two similar conferences are held annually at the University of Southern California and at Howard University in Washington, D.C.

The Journalism Opportunities Conference for Minorities at USC, sponsored by the California Chicano News Media Association, will be Feb. 10-12; the Howard University School of Communications Conference will be Feb. 16-19.

Meanwhile, The Modesto (Calif.) Bee is seeking applicants for its 1984 internship program for minorities. The program, established last spring, is designed to encourage minority participation in the newsroom. The newspaper offers four, three-month internships each year. □

ABC urged to play 'an enhanced role'

The need for newspapers to attract more advertising dollars dominated the 1983 annual conference of the Audit Bureau of Circulations in Los Angeles.

And a report to the conference by a newspaper-business committee chaired by Edward W. Estlow, president and chief executive officer of Scripps-Howard, strongly suggested that the ABC should be playing a more helpful role in attracting that extra advertising.

With "advertising leadership" as the theme of the Nov. 8-10 meeting, key speakers representing newspapers and advertisers minced no words in criticizing their host and each other.

Allen H. Neuharth, chairman and president of Gannett Co. Inc., took direct aim at ABC for failing to include the demographics advertisers want in ABC record-keeping standards.

"Any organization that audits just numbers of readers or viewers or listeners is out of date," said Neuharth.

"Some of us believe," he said, that some ABC leaders "are more concerned about preserving traditions and protecting their own turf than they are about providing innovative, creative, new approaches to help the buyers and sellers of advertising in the print media who are buying and selling in new ways."

Katharine Graham, chairman of The Washington Post Co., traced positive steps newspapers could take to accommodate new forms of advertising, but warned that "winning the war for dollars is not enough."

Newspapers, she said, should be "leaders, not followers," resisting the temptation to "deliver news to the rich" just to attract upscale advertising, or to "cater to the lowest common denominator . . . to achieve massive circulation gains, as television, totally dependent on ratings, has been forced to do."

"I don't believe you can edit with your finger in the wind," said Graham. "Our public trust runs deeper."

Two other major speakers, an

advertising executive and a major national advertiser, chided the press for failure to support their needs—to build consumer trust in advertising and protect it from government regulation.

In contrast with the strong words of the speakers, the joint ANPA/Newspaper Advertising Bureau ABC Liaison Committee made public a carefully worded report designed to emphasize consensus on suggested reforms in ABC policies and procedures [presstime, May 1983, p.48].

The message was clear nonetheless. The boards of both ANPA and NAB agreed that ABC should take "an enhanced role" to assist both newspapers and advertisers with the "dramatically changing marketing concepts" of the 1980s.

To implement this, said the committee, the ABC should:

- Review "restrictions" on newspapers' circulation sales, pricing, distribution and promotion practices
- Create different auditing requirements for newspapers with sophisticated marketing practices and those operating on a simpler level. Newspapers desiring elaborate audits, the committee said, should be prepared to pay for such audits.
- Use more computer technology to

perform more sophisticated audits.

In separate attachments, the ANPA/NAB committee commented on ABC concerns and gave its views on selected issues.

The committee agreed that ABC is not a "promotional" or "advocacy" group for its members, but it said current marketing conditions may require a new statement of ABC's purpose. While the bureau, as a voluntary association, has no power to regulate the business practices of its members, the committee said it should be aware that some of its requirements constitute de facto regulation.

The report observed that newspapers, half of ABC's membership, have only one quarter of the seats on ABC's board.

The ANPA/NAB committee endorsed an ABC task force's proposal to add demographic data by ZIP code on an optional basis. Last year the board decided to make circulation reporting by ZIP code mandatory within three years.

Some newspapers favor ZIP code reporting as a way to attract advertisers, while those with less favorable demographics or lower household penetration fear ZIP code reporting will make them lose out to television, competing papers or other forms of advertising.

The ANPA/NAB committee also endorsed the principle that single-copy sales be incorporated into ZIP code data.

The committee did not address the controversial issue of bulk sales.

On coupons, however, the committee opposed "obstacles to the promotion of coupons." Fearful of widespread abuse, or "misredemption" of massive numbers of coupons, advertisers have in the past convinced ABC to restrict newspapers from stating the total amount of discounts available in any one issue.

The committee's report "represents a starting point for discussion and for continued discussion," said M. David Keil, ABC president and managing director. □



Conference participants included (from left) ABC Chairman Charles A. Tucker of R.J. Reynolds Tobacco Co., Graham, Edward A. Horri-gan of R.J. Reynolds Industries and Neuharth.

Firms seek to compare profiles of newspaper, TV audiences

By Marcia Fram
presstime staff writer

With syndicated studies of newspaper audiences just beginning to be used, negotiations are under way to extend the newly gathered data one step further—by comparing it with nationwide profiles of television viewers.

Simmons Market Research Bureau, which together with Scarborough Research Corp. surveyed newspaper readers in the top 50 markets, is currently negotiating with Arbitron Ratings Co., which compiles similar research about television and radio audiences.

If an agreement can be reached, it would mark the first time that complete audience profiles of both media were made totally available to each other.

Scarborough has also approached Arbitron but is not currently in negotiations with the rating company.

"In all likelihood, we'll probably just go with Simmons," said Pierre R. Megroz, Arbitron vice-president, TV sales and marketing. "I don't see the advantage of having two suppliers for the same information."

Megroz said a deal with Simmons probably will involve "a limited list of markets, about 14 or 15." He predicted that negotiations "will get resolved by the end of the year."

The possibility of combining data was first announced by Simmons President Frank Stanton during his Nov. 7 presentation to the Newspaper Research Council at its annual meeting in San Antonio, Texas.

Arbitron measures radio and television audiences nationwide. Its Target AID service can provide advertisers with a detailed description of those audiences by using ClusterPlus, a system which combines census-based demographics compiled by Donnelley Marketing Information Services and product information compiled by Simmons.

This information is prepared according to ZIP codes, with neighborhoods grouped nationally by common demographics. Using this information, advertisers can then target specific audiences for specific prod-

ucts in specific media.

Ostensibly, studies done for television by Arbitron had been available to newspapers before but at a prohibitive price—at least as much as the television station or network paid Arbitron to do the study.

In the top 10 markets, said Megroz, the "typical rate would be around \$100,000 a year," with television stations in the largest cities like New York, Chicago or Los Angeles paying as much as "half a million."

"That was prohibitive (for newspapers)," said Harold Israel, president of Scarborough, who is hopeful his company will also be able to offer newspaper clients television data. "No newspaper got enough value out of (television studies) to pay that kind of money," he said.

Stanton agreed on the cost problem. The intention of the Simmons' firm in negotiating with Arbitron, he said, is "to bring the (cost of) the TV data down to a few thousand dollars."

On a practical level, agreement between Arbitron and one or both of the firms compiling newspaper research would simply lower the price so that newspapers could purchase profiles of television audiences.

Arbitron could then sell newspaper data to its television clients, and a research firm entering into an agreement with Arbitron could sell television data to newspapers.

Negotiations also are under way between Simmons and Arbitron to swap in-

formation on newspaper and radio audiences. William P. Livek, Arbitron's vice president for radio sales and marketing, said the proposed deal would be for audience information in 16 cities.

Reaction to the possibility of obtaining television data has been enthusiastic on the part of the newspaper industry.

Television stations have had "more advertising than they deserve," said Arthur E. Wible, chairman of the marketing committee of the International Newspaper Advertising and Marketing Executives.

"They knew it. We knew it. But we haven't had the tools to prove it," said Wible, executive vice-president and director of sales at the New York Daily News. "Now we can."

Philip E. Stout, marketing services manager at The Daily Oklahoman and Oklahoma City Times, and chairman of the joint NRC/INAME task force that initiated the concept of the syndicated research done by Simmons and Scarborough, said combining television and newspaper data "will greatly benefit newspapers."

NRC President Jack Vernon, research manager at the St. Petersburg Times and Evening Independent, predicted that with the two syndicated research studies, plus comparison with television data, "in the next 10 years, newspapers might emerge as the mass medium."

But Stout was skeptical of Arbitron's agreeing to the swap.

"Television stations are not going to spend that kind of money because we're going to beat them over the head," said Stout. □

AAAA endorses expanded SAU system; art clipping services adopt new standards

The voluntary, expanded Standard Advertising Unit system to be implemented July 1, 1984, recently received two important endorsements:

- The American Association of Advertising Agencies endorsed the system Nov. 4, stating: "The successful translation of the recommendation into a working plan will be the realization of a goal the AAAA's has worked long to attain: standardization of formats for greater ease in advertising placement."

"We believe the achievement of the recommended standard at all newspapers will

increase the effectiveness of newspapers as an advertising medium.

"We expect all newspapers to accept the plan since the recommended system can work effectively only if all newspapers adopt it."

- Three companies that supply books of art work for use in newspaper advertising will convert their materials to the SAU dimensions [presstime, Sept. 1983, p. 19]. They are Metro Associated Services Inc. of New York City, S.C.W. Inc. of Chatsworth, Calif., and Multi-Ad Services Inc. of Peoria, Ill. □

Syndicated audience research will help in selling national ads

By Craig C. Standen

Publication of two syndicated studies of newspaper audiences represents a major breakthrough in the newspaper business' campaign to regain a larger share of national advertising by making our medium easier for agencies and advertisers to evaluate and buy.



Craig C. Standen

In combination with CAN DO, the bureau's Computer Analyzed Newspaper Data On-line system, these syndicated studies make available to advertisers and agencies more complete information about the audiences of the nation's 1,700 daily newspapers—on a national, regional or market-by-market basis—than is provided by any other medium about its audiences. These newspaper data are totally compatible with the available audience data on the other major media.

Taken together, the two studies—conducted independently in 1982 and 1983 by Simmons Market Research Bureau and Scarborough Research Corp.—add up to one of the most comprehensive audience investigations ever undertaken. The total cost to newspapers was more than \$2 million, and approximately 225,000 individual interviews were involved.

In the Scarborough study, telephone interviews were conducted with nearly 68,000 adults, and 52,000 of them were interviewed a second time. For the Simmons study, telephone interviews were conducted with one adult in more than 57,000 households; nearly 48,000 of them were re-interviewed on a second day.

The studies cover much more than reach and frequency and the standard demographic classifications such as sex, age, education and income. They also pro-

vide a wide variety of additional demographic information—for example, kind of dwelling, number of employed people in each household, occupations, cable television subscribers and principal food shoppers.

The information is available to advertisers and agencies in a variety of ways. It comes not only in printed volumes for each market and in summary volumes covering all markets studied, but also via computer terminals (which are widely used in agency media departments today) from four different media-information services.

In other words, advertisers and agencies now have the information they need to evaluate and buy newspaper advertising in the same way they evaluate television, magazines and radio—in terms of ADIs, Areas of Dominant Influence, a method of defining markets by their television coverage, and GRPs, Gross Rating Points, another broadcast-originated concept for measuring advertising impressions.

We believe this impressive investment in audience data will bring the newspaper business important long-range benefits, such as:

- Making it easier for agencies and advertisers to include newspapers in the early stages of media planning
- Permitting media planners to make direct comparisons between newspapers and the other major consumer media,

comparisons which will frequently be very favorable to newspapers

- Allowing media planners to make rapid, accurate analyses of any combination of newspapers, from a single market to nationwide

- Eventually, making it virtually impossible for an agency or advertiser to ignore newspapers when making a national media plan.

These desirable things, however, won't happen by themselves. We in the newspaper business must work hard to change agency media evaluation habits that have developed over decades. To do just that, the Newspaper Advertising Sales Association, the International Newspaper Advertising Marketing Executives and the bureau are cooperating in a nationwide effort to make agencies and advertisers aware of the new completeness of newspapers' audience data and their significance.

The sales campaign, targeted at first at the top 200 national advertisers and their agencies, will be coordinated by NASA and built around a 15-minute sales presentation created by the bureau. NASA will establish the target list of advertisers and agencies, assign personnel for each sales call and monitor the calls for follow-up as necessary.

These massive, well-executed syndicated studies will help give all newspapers increased visibility and credibility among national advertisers and agencies. They have provided us with new selling tools and new opportunities. But we still must do the selling job. □

August ad spending up 23% over 1982

Advertising expenditures in daily newspapers in August rose 23.2 percent from year-earlier levels to \$1.69 billion, according to estimates by the Newspaper Advertising Bureau.

Classified and national advertising each climbed 28.6 percent, while retail expenditures, the largest newspaper category, were up 19.3 percent.

The August figures were \$538 million for classified, \$194 million for national and \$954 million for retail.

For the first eight months of 1983, advertising was running 16.8-percent above 1982 levels.

Classifieds rose the most—23.6 per-

cent—followed by retail, 14.8 percent, and national, 11 percent. Expenditures were \$3.9 billion, \$1.75 billion and \$7.3 billion, respectively, for classified, national and retail. The eight-month total was more than \$12.9 billion.

The 23.2-percent August increase followed a 32.6-percent jump in July.

The bureau's estimates are based on lineage data collected from Media Records Inc., state and regional press associations and various newspaper companies and individual newspapers, and on additional rate information gathered routinely from Standard Rate & Data Service and from an annual national survey of newspapers. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Policy statement on deceptive ads rapped in Congress

The Federal Trade Commission's recently issued policy statement on when it will take action against deceptive advertising has run into criticism from key members of Congress, but it has garnered support from advertising organizations.

The statement, adopted Oct. 14 by the commission on a 3-2 vote and publicly released 10 days later, says the FTC "will find an act or practice deceptive if there is a misrepresentation, omission, or other practice that is likely to mislead the consumer acting reasonably in the circumstances, to the consumer's detriment."

The statement was made in response to a request by the House Committee on Energy and Commerce for a report on the commission's enforcement policy against deceptive acts or practices.

Among those criticizing the new policy were Commerce Committee Chairman John D. Dingell (D-Mich.), who said Commission Chairman James Miller III was "deliberately narrowing" FTC's authority.

However, advertising groups said they welcomed the policy statement.

American Advertising Federation President Howard H. Bell said "anything to clarify" the commission's enforcement policy "would be desirable." Several major newspapers are members of the AAF. The American Association of Advertising Agencies also supports the policy.

It appears the statement will have little if any effect on newspapers' day-to-day process of screening advertising. "Most newspapers are pretty good about scrutinizing copy that could be interpreted as being deceptive," noted Vance L. Stickell, executive vice president/marketing for the Los Angeles Times and AAF chairman.

"We'll be as careful as we always have been," said Robert P. Smith, manager of advertising acceptability for The New York Times. "The FTC does their thing; we here at the Times do ours."

However, AAF Senior Vice President Daniel L. Jaffe noted that "anything that impacts on how advertising will be handled by the FTC and responded to by the FTC is a significant matter" for everyone involved in advertising. □

Newspapers try to decipher how tax law affects carriers

By Marcia Fram
presstime staff writer

A year-old tax law may require newspapers to report income tax information on some of their independent carriers, beginning Jan. 31.

The ANPA Legal Department, in consultation with private tax attorneys, has concluded that some newspapers may be covered by a provision of the Tax Equity and Fiscal Responsibility Act of 1982. Section 312 of the law requires businesses to report to the Internal Revenue Service the name, address and taxpayer identification number of "direct sellers" purchasing more than \$5,000 worth of consumer products in one year for resale [presstime, Feb. 1983, p. 12].

The legislation does not require tax withholding.

The law has been the subject of some confusion over the past year, as newspapers waited in vain for the IRS to issue regulations stating whether the newspaper industry, with its more than 900,000 carriers, would be covered.

This provision was originally intended to cover what was thought to be a loophole in tax-reporting by door-to-door sellers of products, such as Amway, Avon and Tupperware.

In the absence of IRS guidelines, ANPA attorneys have now concluded that "even though the newspaper business was not a target of the legislation, it is not excluded from its applicability," according to Pamela J. Riley, ANPA assistant general counsel.

An IRS spokesman said in mid-November that the agency's guidelines, which will probably be issued in early 1984, may not provide specific answers about carriers.

"They won't address certain groups," he said. "It's up to them to see if (the law) applies."

According to a 1980 study at the University of Missouri School of Journalism, the latest available nationwide survey, more than 90 percent of U.S. daily newspapers are distributed by some arrangement with carriers who are not newspaper-company

employees.

The vast majority of carriers are youths 18 years old or younger. An increasing number of newspapers are using adults to deliver papers, either as independent carriers or as agents. There are no nationwide figures on how many carriers distribute over \$5,000 worth of newspapers a year.

With this in mind, Riley cautions that "because newspaper distribution arrangements vary considerably, each paper will have to determine for itself whether its distribution arrangement comes within the specific terms of the 'direct seller' provision."

The bill also reaffirms a previous requirement for reporting payments of \$500 or more per year for services. This provision, said Riley, could also apply to newspaper payments to distributors. But because most newspapers deal with distributors on a buy-sell basis rather than through a service contract, it would probably affect very few newspapers, she said.

During the past year, Robert L. Ballow, general counsel for the International Circulation Managers Association, advised newspapers to "prepare to assume this additional reporting burden."

Although "the direct sales provisions are aimed at . . . door-to-door cosmetic and housewares sellers and flea market booth operators," said Ballow, "the statute has a potentially wider application than may have been originally perceived."

As the tax filing deadline approached, newspapers were divided in their response to the law:

While waiting for definitive legal advice based on the to-be-issued IRS regulations, Phillip J. Meek, president and publisher of the Fort Worth Star-Telegram, said his "fear" was that "if during this period of uncertainty newspapers start to do it, they may set a precedent when it may turn out not to be necessary."

James Luther, circulation manager of The Virginian-Pilot and The Ledger-Star of Norfolk, Va., said his paper was "approach(ing) from the standpoint, 'we're not taking any chances.'"

"We're gearing up," he said. □

Health-care costs: a growing headache

By Clark Newsom
presstime labor writer

Newspapers and other businesses are still searching for a prescription to bring down the feverishly rising costs of providing health-care protection for their employees.

As those costs continue to mount at a level far outpacing the inflation rate, there is no miracle cure in sight. However, employers are using a number of palliatives to treat the problem.

Some of them are:

- Reducing health-care benefits. The typical benefit change is to raise deductibles so that employees must pay more of initial medical costs before insurance coverage kicks in.

- Becoming self-insured. Under such a system, the company pays into a trust account, and that money is used to pay benefits on a claim-by-claim basis.

- Sponsoring "wellness" programs that provide information on ways to minimize the risks of illness [presstime, June 1982, p. 34].

- Inducing employees to "shop around" when they or their dependents select a doctor, hospital or other provider of medical care.

- Encouraging employees to have necessary lab tests completed prior to hospitalization and to have certain routine surgical procedures performed in a doctor's office.

- Giving employees the option of joining a health maintenance organization, which provides prepaid health care instead of the more customary fee-for-service variety.

- Negotiating discounts from doctors and hospital administrators who are willing to grant reduced rates in return for a guaranteed flow of employee-patients.

Newspapers have been in the trenches fighting health expenditure increases for some time now [presstime, Aug. 1982, p. 28], but their efforts and those of other businesses have not produced the desired stabilization in costs.

They "are not really leveling off except in pockets around the country," says Willis B. Goldbeck, president of the non-profit, na-

tionwide Washington Business Group on Health, which represents the health-policy views of 200 of the country's largest corporations. Overall costs of health care are increasing at "three times the rate of inflation," according to Goldbeck.

For this reason, the Health and Welfare Subcommittee of the ANPA Labor and Personnel Relations Committee has identified health-care "cost containment" as its major concern.

The one message that comes through repeatedly in talking to newspaper executives is the need to communicate to employees how they can help control costs.

"We feel the education of employees is very important," says Ann Reynolds, benefits administration manager of the Press-Telegram of Long Beach, Calif. "We've got to get employees to talk with their doctors about fees."

H. Rad Eanes III, vice president/human resources for Harte-Hanks Communications Inc. in San Antonio, says his company is looking for ways to encourage employees to be "smart" in individual dealings with health-care providers.

But negotiating may not work everywhere, benefit specialists note. If there is a shortage of doctors and/or hospital beds, they say you can forget it.

Coalitions and HMOs. The hottest new idea in the area of cost containment is the formation of coalitions of employers to negotiate discounts—those of 12 to 15 per-

cent are not uncommon—with doctors, hospitals and insurers.

The Miami Herald is among the participants in the pioneering South Florida Health Action Coalition. It has developed a large data base that compares, for example, the average length of stay in various Miami-Fort Lauderdale area hospitals.

Barbara E. Ferranti, the Herald's manager of benefits and compensation, says the coalition is working toward establishing an employer-run "preferred provider organization." PPOs encourage employees and their families to go to selected doctors or hospitals because the insurer pays a greater share of the bill for PPO care than for that obtained elsewhere.

PPOs differ from that older character on the health-care stage—the health maintenance organization, or HMO—in that they do not force the employee to use selected doctors and hospitals to receive health benefits.

A lesser form of coalition, in which employers meet to exchange information on controlling health-care costs, also is cropping up around the country. Newspapers in Tampa and St. Petersburg, Fla., and in Long Beach and Sacramento, Calif., are part of such coalitions.

HMOs, too, are drawing increasing attention from newspapers. Dating back to the 1930s, the HMO concept got its biggest impetus for growth in 1973 when Congress passed legislation requiring employers to give employees the option of joining an HMO where one is available in the immediate area.

According to their proponents, HMOs provide health care at lower cost because participating physicians are typically salaried; they argue that this arrangement is more conducive to keeping patients healthy—and out of the hospital—than the conventional setup in which physician incomes are based on fees from care and hospitalization.

One newspaper where a large number of employees—43 percent of the total—have joined an HMO is The Wichita (Kan.) Eagle-Beacon. James P. Spangler, director of employee relations for the paper, says that "a great number of Wichita doctors participate in the HMO, called 'Health

Social Security reminder

The maximum Social Security tax paid by employers next year will exceed that paid by employees.

From the current maximum of \$2,391.90 per employee for employers and employees alike, it will increase in 1984 to \$2,646 for employers and \$2,532.60 for employees.

This is because effective Jan. 1, the F.I.C.A. tax rate for employers will rise to 7 percent, while that for employees will stay at the current 6.7 percent. The wage base subject to the F.I.C.A. tax will expand from \$35,700 to \$37,800.

employee relations

Care Plus Inc., and in many cases employees have been able to retain the family doctor they had before. We're very pleased with it."

Changes in plans. But for most newspapers, efforts to control the costs of providing health protection for their employees have involved changes in the insurance plan they offer.

One trend is toward self-insurance, where an employer—instead of making premium payments to an insurance company—places the money into a fund that pays doctors and hospitals for covered employee health care.

For example, Lee Enterprises Inc. of Davenport, Iowa, recently replaced Blue Cross/Blue Shield coverage with a self-insurance plan administered by Bankers Life Co.

Susan J. Feddersen, Lee's benefits administrator, says one of the major advantages is more control over costs. "We encourage people to shop around (for health care) like they do for other consumer products," she says.

Lee's employees have a choice of two options with different worker-contribution amounts and different benefit payment levels.

The Courier-Journal and The Louisville Times have been self-insured since January 1982. Claims administration is handled by Self Insured Services Co.

"We're satisfied with the flexibility that self-insurance gives us," says Frank J. Bilotta, corporate director of personnel. Costs continue to rise—"We're at the mercy of the market," Bilotta says—but he adds that they likely would be rising even more under the old insurance plan.

He says the company is now considering additional cost-containment steps. Pregnant employees are being made aware that there are such facilities as "birthing centers" where costs are considerably less than a hospital's maternity ward. Emergency-room coverage may be reduced, he says, and deductibles may be raised.

Higher deductibles were part of a cost-containment plan implemented this year



Steven M. Davis, a Wichita Eagle-Beacon circulation sales manager, gets an explanation of HMO benefits from Lolly M. Appling.

by The State-Record Co. of Columbia, S.C., which includes two newspapers there as well as one in Myrtle Beach and two in Biloxi, Miss. The new plan held a mid-year premium increase to 14 percent, rather than 24 percent as originally proposed by the insurance carrier.

The magnitude of the problem of controlling spiraling costs is well-documented at The State-Record Co. In 1982, paid claims were 43 percent higher than those the previous year, and over the past five years the company experienced an average annual increase of 31 percent in cost of paid claims.

The cost-cutting changes in benefits mean employees will pay more out-of-pocket for health care, says John W. Gorsage, personnel manager of the Columbia newspapers. On the other hand, he says, premiums will not increase as much as originally projected and benefit payments for surgical coverage will be improved.

Besides increasing major-medical deductibles from \$50 to \$150 per plan participant, The State-Record Co. eliminated coverage for the first day's hospital room and board for surgical patients unless certain tests are run before the patient enters the hospital or unless surgery is performed within 24 hours of admission.

To encourage outpatient care, the company's policy covers 90 percent of miscellaneous hospital charges up to \$620 for in-

hospital care but 100 percent up to \$620 for hospital-like care provided in a non-hospital setting, such as a so-called "surgicenter" or a doctor's office.

In addition, the plan was changed so that the maximum employees must pay out-of-pocket before insurance pays 100 percent of charges was increased from \$500 to \$1,000.

Ferranti of The Miami Herald says the trend is away from first-dollar coverage and toward 80-percent copayment coverage, after the deductible. "First dollar" is a term used by benefit managers to mean that the employee's very first dollar of medical expenses is covered for reimbursement, with no deductible requirement.

Gannett Co. Inc. came out with a new plan this year that the company expects will save money even though the entire insurance premium is now company-paid. Jacqueline D. Dienstag, corporate manager of employee benefits, says the plan has higher deductibles but offers financial incentives to employees to be concerned about costs. Some examples:

- Home health care, where a nurse comes to the home, is covered 100 percent for 40 days.
- Surgery on an outpatient basis is covered 100 percent, rather than 80 percent if performed in the hospital.
- If a second opinion is obtained for 11 stated surgical procedures, there is 100-percent coverage, rather than 50 percent if no second opinion was obtained. The idea is that second opinions sometimes rule out costly procedures that are unnecessary.
- If non-emergency admission to a hospital is made on a Friday or Saturday and no surgery is performed on those days, the coverage is only 50 percent for those two days.
- Treatment in an emergency room for reasons other than an emergency is covered 50 percent rather than 80 percent.
- Cost of generic prescription drugs are covered 100 percent, but brand name prescriptions only 80 percent.

Other measures taken by Gannett include auditing all hospital bills that exceed \$10,000.

employee relations

Reynolds of the Long Beach daily says her company orders audits of all bills over \$15,000, "primarily the drug and lab charges where a high number of errors are often found." But she cautions that you have to consider "the cost of auditing versus the savings you get."

The future. Personnel relations specialists anticipate that all such cost-containment efforts will have to be accelerated and expanded in years to come. They point to statistics compiled by the Senate Special Committee on Aging showing that unless there is a comprehensive approach to the problem, by the year 2000 annual medical costs will average more than \$2,500 (1983 dollars) for every person in the United States.

Health care costs for employers are already running at \$77 billion a year, according to several published reports, and Goldbeck of the Washington Business Group on Health says the actual amount "is larger than that. There is no one group that is responsible for adding all the figures."

A survey of 305 chief executive officers of large U.S. companies, conducted by the consulting firm William M. Mercer Inc., found that while nearly a third expect employee health benefits will increase over the next five years, a surprising 25 percent anticipate they will be decreased during

the period.

Currently, medical benefits are being trimmed by one in 10 companies, according to another survey, this one conducted by A.S. Hansen, benefits consultants. The survey of more than 1,600 firms indicated that employers expect 1984 will be a year for "fundamental changes" in benefit programs.

Robert E. Brophy, director of human resources for Scripps-Howard Newspapers and chairman of the ANPA Subcommittee on Health and Welfare, says that in the future, deductibles may be indexed to wage scales—for example, 1 percent of pay. Under this plan an employee earning \$26,000 would have an annual deductible of \$260 before benefits began; a coworker earning \$31,000 would have a deductible of \$310.

"I see self-funding of employee benefits as one of the ways to control costs," Brophy says. "Some people are saying the day is going to come when we go back to offering a schedule of benefits (specified payment amounts for specific procedures)."

Bilotta of the Louisville newspapers predicts there may be another fundamental change in the health-care picture of the future. "On the horizon," he says, "I see hospitals becoming more competitive and offering packages" of services to employers. □

Some Guild units disavow sanction of Mondale bid

The Newspaper Guild's endorsement of former Vice President Walter F. Mondale for President in the 1984 election has been repudiated by some of the union's 32,000 members.

Guild President Charles A. Perlik Jr. cast the union's votes in favor of the AFL-CIO's pre-primary endorsement of Mondale without a poll of the membership [*presstime*, Nov. 1983, p. 46].

The Wire Service Guild of New York City, which represents about 2,230 workers at the Associated Press and United Press International, has dissociated itself from the endorsement. The Wire Service Guild's six-member executive committee voted unanimously to disavow the endorsement based on the local's standing policy against supporting political candidates.

Four other groups have done likewise—The Washington Post unit, representing about 1,350 employees; the Lynn (Mass.) Daily Evening Item local, about 30 employees; the unit at The New York Times, representing about 2,000 employees; and the Times' Washington Bureau unit, which has about 35 members. □

Bingel apparent loser in bid for re-election

Robert S. McMichen, incumbent first vice president of the International Typographical Union, was the apparent winner in the union's Nov. 16 election for president and other international officers.

The defeat of Joe Bingel would mark the first election since 1944 in which an incumbent ITU president was defeated in his bid for another term [*presstime*, Nov. 1983, p. 44].

Bingel, 74, was elected president in 1978 and re-elected in 1980. He was seeking another three-year term.

McMichen was leading by a 58-percent margin in late November, according to a preliminary, unofficial count of the returns from more than half of the nearly 500 locals. The official tabulation of ballots was scheduled to begin Nov. 30.

It appeared that Robert L. Wartinger

was re-elected a vice president and that Thomas W. Kopeck was re-elected secretary-treasurer for three-year terms beginning Jan. 1. Allan J. Heritage, who was unopposed, will become first vice president. The race between Raymond E. Brown and William J. Boarman for a vice presidential seat was too close to call at press time.

Before the election, the ITU's five-man executive council accepted a Bingel recommendation that a special weekend convention be held shortly after Jan. 1 to consider a document for merger with the Teamsters.

"If they go ahead with that convention, they are not listening to the membership," said Bertram A. Powers, president of the ITU's largest local in New York City. Powers said the principal reason for Bingel's

apparent defeat was membership reaction against a Teamsters merger without adequate consideration being given to a merger with the Graphic Communications International Union.

Another reason, he said, was that the ITU's 27,000 pensioners "felt Bingel wasn't paying enough attention to them." Powers is in favor of a merger with the GCIU rather than the Teamsters and supported McMichen.

In San Francisco, Leon Olson, president of Bay Area Typographical Union No. 21, said that McMichen's election "will slow down, if not halt, the move toward a merger with the Teamsters." Olson said his concern is that a continuation of a split executive council "may make it difficult to move in any direction. I hope he (McMichen) does move toward the GCIU." □

Publication continued

Guild strike at Toronto Star ends with two-year agreement

More than 1,000 striking employees of The Toronto Star failed to stop Canada's largest daily from publishing during a four-day strike by the Southern Ontario Newspaper Guild.

The union represents about 1,430 advertising, business office, editorial and circulation workers at the Star. About 150 Guild members crossed the union's picket line, which was set up Oct. 26.

Pressmen represented by the Graphic Communications International Union also crossed the line after they were assured by the company and the Guild that negotiations would continue during the strike.

Non-union composing room employees reported for work as well.

A tentative agreement reached Oct. 29 was ratified by the union's members Oct. 30. The new two-year contract, retroactive to Aug. 1, 1983, provides for a 9-percent wage increase the first year and a 7-percent increase the second year. The increases are capped at a maximum of \$50.94 a week in the first year and \$43.19

in the second.

During the last day of negotiations, the union was prepared to accept 9 and 7 percent over two years, but it wanted no cap. The company agreed to raise the caps from \$48.13 in the first year and from \$40.80 in the second, but only if this action resulted in an agreement.

The union's bargaining committee subsequently decided to recommend acceptance to the full membership.

A clause dealing with layoffs, which the company wished to eliminate, was continued in the new agreement, but the company and union exchanged letters, to be appended to the contract, limiting the scope of arbitration hearings on layoffs.

The new agreement had not been formally signed by the parties in late November. The delay stemmed from a dispute over alleged violations of a Nov. 1 "no recrimination" agreement between the company and union. In that agreement, both sides pledged they would take no legal or disciplinary action against employees in connection with their conduct during the strike.

A Guild publication issued Nov. 4 con-

tained a story with a headline stating "Scabs will get the silent treatment." The story quoted the union's executive officer as saying that union members "who crossed our picket lines" should be "sent to Coventry" (ostracized). The story stated: "This means freeze them out, don't talk to them, and make their lives as miserable as you can."

Members at the Guild ratification meeting voted to set up a "committee of reconciliation for repentant scabs" to provide a "way back from Coventry."

The Star responded with a Nov. 8 letter from President David R. Jolley to John T. Bryant, the Guild local's executive officer, advising that the statements reported in the union's post-strike tabloid violated the Nov. 1 "no reprisals" agreement.

Jolley said the Star "will take whatever actions lie within its power to protect its employees from this kind of vicious reaction and to guarantee their legal and constitutional rights." He said the Star would delay the institution of any proceedings until Nov. 16 to permit Bryant "an opportunity to rescind your directive and take other steps . . . to ensure our employees are not . . . harassed or discriminated against."

On Nov. 15, Guild officials assured the Star that no reprisals would be taken. They said the union would publish in its official publication a "correction" that would "clarify" its position with respect to members who crossed the picket line. □

Newspaper delivery truck rolls through Guild picket line at the Star building.



ITU strike in Ontario passes first-year mark

By Robert B. Ross

The International Typographical Union looks like the loser in the only active labor dispute at a Canadian newspaper.

The ITU took on The Evening Tribune, the only daily newspaper in the small, blue-collar city of Welland, Ontario. The Tribune is part of the Thomson Newspapers Ltd. group, which owns 120 daily newspapers in North America, most of them in small cities and many non-unionized.

The union successfully organized the front shop—editorial, advertising, circulation and business office—over the winter of 1981-82. Trouble arose over the first contract, and talks soon ground to a halt over wages, union security and benefits. After six months of bargaining, conciliation and mediation, the situation erupted Oct. 6, 1982, into what management calls a strike but the union insists is a lockout [presstime, Aug. 1983, p. 29].

The ITU, once a craft union concerned with the back shop of newspapers, has branched out into the front shop, trying to bolster its sagging membership with white-collar workers.

Once on the street in Welland, union members mounted mass pickets and a city-wide boycott campaign with the help of local labor in the solidly unionized town.

After missing a few days at the start of the dispute, the Tribune resumed daily publication. Management personnel and workers from other Thomson papers crossed picket lines to publish the paper.

With outside workers and independent distributors trying to drive through angry pickets, tempers flared. Charges of violence, intimidation and trespassing were exchanged. Workers on both sides were charged with minor offenses. A car belonging to a non-union Tribune worker mysteriously caught fire and burned, an incident still under investigation by police.

Now, just over a year from the start of the dispute, the scene along Welland's East Main Street is quieter, but the conflict remains. Mass pickets are infrequent, all the charges have been dismissed and new

workers have been hired by the Tribune to replace the 36 ITU members still off the job. Three of the original 40 people have since broken ranks to return to the Tribune while one has found a new job.

But the men and women of ITU Local 927 haven't given up. Not far down East Main Street from the Tribune's offices, they publish their own flashy tabloid, The Guardian Express, twice a week. First published Nov. 3, 1982, to put pressure on Tribune management by cutting into the daily's advertising, the Guardian now looks like it may be part of the Welland newspaper scene for a long time.

Tribune Publisher John Van Kooten says he's not worried by the competition. While Audit Bureau of Circulations figures for the six months ending Sept. 30 show Tribune daily paid circulation down to 16,112 from 18,585 before the dispute, Van Kooten says the Tribune is "a very healthy paper." He says the paper's recently launched "bingo" promotion netted "just over 1,200 new starts" in about 10 days. Since the beginning of the promotion, he says, "our lineage and ad counts are both significantly over what we had last year at this time, before the strike."

Down the street at the storefront office of The Guardian Express, Ted Thurston, a former district editor of the Tribune, says there's no doubt the Guardian is hurting

Upstate New York daily hit by one-week strike

A one-week strike against The Leader-Herald of Gloversville, N.Y., ended Nov. 10.

Fulton County Typographical Union No. 268, which represents 35 composing and pressroom employees at the 14,083-circulation evening daily, struck over a renewal contract for the printers and an initial labor agreement for the pressmen. The pressmen had voted earlier this year to be represented by the union [presstime, Aug. 1983, p. 27].

In voting to end the walkout, the union's members accepted the company's wage offer and withdrew unfair labor practice charges the union had filed with the NLRB.

The newspaper continued publication during the strike, which began Nov. 3.

the Tribune, but he acknowledges the tabloid hasn't won the overall battle for the union. He says the union still considers the situation to be a labor dispute and is ready and willing to negotiate.

But with talks deadlocked, Thurston adds, union members are beginning to look beyond a contract with the Tribune. ITU organizer David Esposti says the union will keep the Guardian going and, if no contract can be won, find a buyer for it.

The ITU has already sunk about \$100,000 into secondhand typesetting equipment for the Guardian. It also pays each member of the tabloid's staff "lockout pay"—half their Tribune wages. Thurston says the Guardian has become so profitable it has begun giving each worker a small amount of money to supplement the ITU strike allowance. The next step for the tabloid may be to publish three days a week, he says.

How this dispute reached its current impasse is obscured by controversy and anger. Publisher Van Kooten blames the difficulties on a handful of disgruntled employees. "The entire dispute could have been settled long ago," he says, "if it weren't for the personal bitterness of Ted Thurston and a clique of 12 or so people around him." He claims many of the workers would return to the Tribune but are "afraid" to.

However, other Guardian staffers, including those cool to the ITU's conduct of negotiations, scoff at the notion that Thurston or anyone manipulated or misled them.

Where this dispute goes from here is open to question. Van Kooten says the Guardian could be around for years. He clearly expects the Tribune to be around as well. He says advertisers who tried out the Guardian are returning because "they know we have the readership."

For Thurston and the others at the Guardian, digging in and holding on seem to be the only options. "We've got that message out loud and clear to our people," Thurston says—"dig in for the long haul and make this as prosperous as you can because it's the only hope you've got."

For newspaper readers in Welland, it's been an exciting year. The excitement may continue for some time to come. □

Ross is resources coordinator at the Carleton University School of Journalism in Ottawa.

Arbitrator rules false VDT entries warrant discipline

An arbitrator has upheld the one-week disciplinary suspension of a classified advertising telephone sales representative at The Washington Post for entering false data into a video display terminal.

Ads entered into the computer system and then killed by the grievant gave her credit toward an incentive performance bonus. The matter was brought to the attention of management by a fellow employee in the department.

After an investigation, during which the grievant could not explain how the entries were made, she was suspended.

The Washington-Baltimore Newspaper Guild contended that the company's evidence was entirely circumstantial. However, Arbitrator Ira F. Jaffe found the grievant's denial of any recall regarding the transactions was "not credible," and he said the Post was justified in concluding that she was motivated by a desire to improve artificially her productivity figures to earn incentive compensation.

"The offense of entry of false data for any purpose is a serious one which justifies strong disciplinary action," he said. □

Montana's top court finds deliverer was employee

The Billings (Mont.) Gazette, its corporate parent Lee Enterprises Inc. and its insurance company have been found liable for workers' compensation benefits to a woman for injuries she received in an automobile accident after completing delivery of newspapers.

The woman was driving a car that belonged to a male friend who had a delivery contract with the newspaper. The Montana Supreme Court ruled 4 to 3 that she was an employee of her friend and that he was an employee of the Gazette rather than an independent contractor.

Earlier this year, in another case involving an automobile accident, a U.S. District Court ruled that The Jackson (Tenn.) Sun could not be held liable for damages for the alleged negligence of a delivery-route carrier. The court held that the carrier was an independent contractor [presstime, May 1983, p. 55]. □

Hearing ordered in bargaining dispute

The National Labor Relations Board has scheduled a Jan. 26 hearing before an administrative law judge on a complaint alleging that The Blade of Toledo unlawfully bargained to an impasse on a non-mandatory subject of bargaining.

The NLRB regional director in Cleveland, Bernard Levine, had refused to issue a complaint after Typographical Union No. 63 filed charges with the agency. The union appealed his decision to the NLRB's office of appeals [presstime, June 1983,

p. 30].

The dispute is over the company's insistence on continuation of a contract clause giving it the unilateral right to offer early retirement incentives to individual composing room employees.

Levine upheld the newspaper by ruling that the matter was a mandatory subject that could be bargained to an impasse, but the NLRB's appeals section decided there are issues in the case that warrant a further hearing. □

Judge dismisses lawsuit over conflict of interest

A discharged reporter's \$1.5-million lawsuit against The Leaf-Chronicle of Clarksville, Tenn., has been dismissed in Montgomery County Circuit Court.

Robert S. Dollar was fired after he applied for the job of Clarksville chief of police. After he announced his plans to apply for the job, he was advised that seeking it

was a conflict of interest with his job as a reporter [presstime, July 1981, p. 51].

Judge Thomas Boyers III ruled that Dollar was subject to being "employed and dismissed at will" because he was working without a contract.

Dollar is appealing to the Tennessee Court of Appeals. □

Additional arbitration awards

Columbus (Ohio) Dispatch, Guild: Fred Witney set forth guidelines for the determination of work that can be performed by non-union circulation district managers without infringing upon the union's jurisdiction.

Detroit Free Press, Teamsters: Richard Mittenhal found the company was not prohibited by the labor agreement from charging circulation employees for the cost of changing locks and issuing replacement keys for those they had lost.

Kamloops (British Columbia) Sentinel, ITU: H. Allan Hope sustained the layoff of a journeyman printer after finding he lacked the requisite skills to replace an employee with less seniority.

Minneapolis Star and Tribune, Guild: Thomas P. Gallagher upheld management's right to change unilaterally the work schedule of circulation district managers.

Monessen (Pa.) Valley Independent, Guild: Hillard Kreimer held that the newspaper did not violate the labor agreement by making certain changes in work assignments in the advertising department.

Norristown (Pa.) Times Herald, ITU: Walter H. Powell ruled that the newspaper did not violate an agreement with its mailers when it began a bundle-drop system of delivery to carriers.

Terre Haute (Ind.) Tribune-Star, Guild: Charles F. Ipavec converted to a 13-month disciplinary suspension and demotion the discharge of a striking sports editor who used press credentials to attend a basketball tournament.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

NLRB elections

Bellevue (Wash.) Journal-American, GCIU: Composing room employees voted 19-4 in favor of representation by Printing and Graphic Communications Union No. 39.

(NLRB Case No. 19-RC-10815)

Harrisburg (Pa.) Patriot and Evening News, Guild: Editorial employees voted 58-25 in favor of continued representation by The Newspaper Guild.

(NLRB Case No. 4-RD-1143)

More papers & firms ante up

Flexography sweepstakes races into '84

By Paul Kruglinski
presstime technical writer

The interest newspapers and press manufacturers have shown in ANPA-PRESS™ technology during the past year gives credence to some people's belief that the newspaper industry is entering an era of widespread flexographic printing.

ANAPRESS technology is based on the flexographic printing process, which has existed for more than a century and has been used for printing on corrugated boxes, plastics and metals. The Association holds four patents on the technology used to print newspapers.

The ANPA adaptation of flexography takes two forms: pure flexography, such as is being tested currently in newspaper plants in Providence, R.I., and Atlanta, and modified flexography, such as has been implemented at newspapers in Easton, Pa., Decatur, Ill., and elsewhere [presstime, June 1983, p. 36].

The distinction is that pure flexography features a soft, shallow relief plate that receives water-based ink directly from an anilox roller and deposits the ink directly onto the printing medium; modified flexography, on the other hand, uses a conventional photopolymer or offset plate that receives oil-based ink from form rollers

that are in contact with the anilox roller.

Several other newspapers have announced plans to install flexographic units in their press lines next year. And virtually every major manufacturer of newspaper presses has announced research and development projects in the flexography field.

In addition, three manufacturers of presses for more traditional flexographic printing have entered the business of either producing new flexographic newspaper presses or retrofitting newspaper letterpress presses to use flexographic technology.

However, in at least two instances—in Sarasota, Fla., and in Nashville—newspapers terminated year-long flexography tests and decided not to adopt the new technology.

Supporters cite certain advantages of flexographic presses: lighter weight, lower energy requirements, lower noise levels, reduced maintenance because of fewer moving parts, decreased labor requirements, decreased newsprint waste, keyless inking, reduced show-through, and elimination of ink misting and ink ruboff.

Another major reason why many newspapers have developed such an intense interest in flexography is that the per-unit cost of the technology can be considerably less than an offset unit.

Discounting consoles, folders, reel stands and other ancillary equipment, a double-width flexographic unit can cost little more than half as much as a double-width offset unit at today's prices.

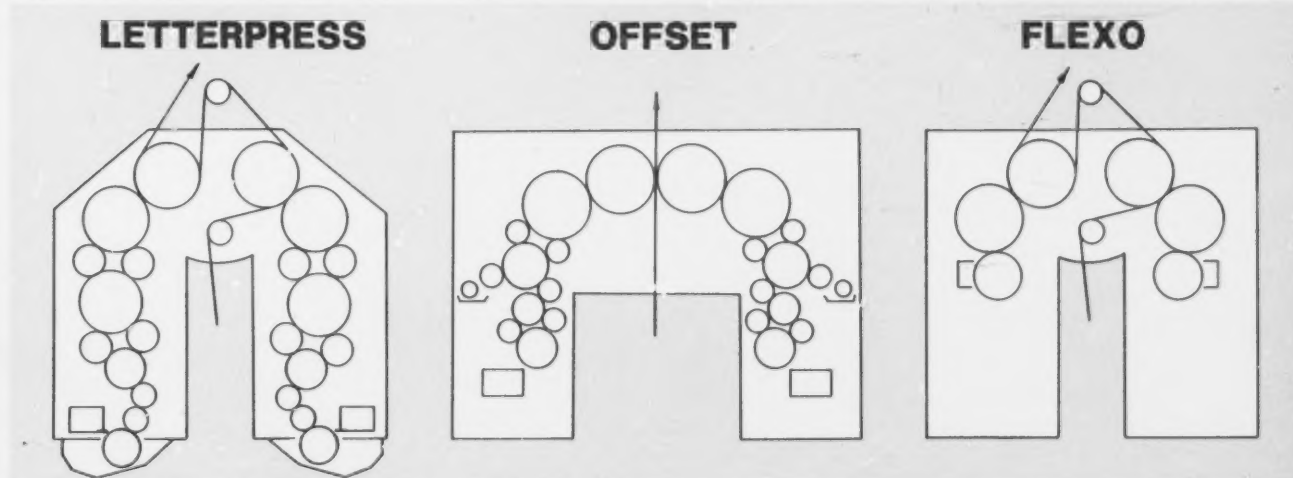
The Providence Journal Co., one of the forerunners in active research in flexography, continues to print the first section of its newspapers with two flexographic units—one produced by Windmoeller & Hoelscher Corp., the other by the Kidder-Stacy division of the Motter Printing Press Co. [presstime, July 1983, p. 7].

Jerry S. DeHimer, production director of the Providence Journal and Bulletin, reports that the two units are "95 percent of what we want them to be."

Both readers and advertisers have expressed pleasure because the printing process, using ink with a water base instead of an oil base, yields a newspaper that can be read without having ink come off on the reader's hands, and that does not have images from the back side of the page peeking through, according to DeHimer.

Nevertheless, the flexographic units at the Providence papers are "still looked upon as being experimental," he says. Providence's testing of flexography dates back to July 1981.

Problems with turbulence in the ink pan



Schematic illustrates the relative simplicity of flexographic technology compared to other printing methods.

that plagued high-speed runs were solved by redesigning the pan and by modifying ink pumps, according to DeHimer. However, the units still are not running perfectly, he says, because of press problems with the rubber packing behind the photopolymer plates.

The Providence dailies are now working on the problem, as are the similarly affected Atlanta Journal and Constitution.

According to Production Manager Harold J. Brown Jr., the testing of Kidder-Stacy units in Atlanta has been marred by instances where the packing did not stick to the plate cylinders, was not uniformly manufactured, developed low spots during the press run or formed air bubbles beneath the plates.

However, Brown says he has seen "enough good results to feel confident about flexography." The Atlanta experiment is scheduled to end in March, and the Cox Enterprises Inc. flagship papers have not announced what will happen thereafter.

Unlike the Providence newspapers, the Atlanta papers are using two Kidder-Stacy units and a halfdeck to print spot color. To date, Brown reports that color registration has been no better than that achieved with the Journal and Constitution's letterpress press units, but he expects to improve registration on the units by the first of the year.

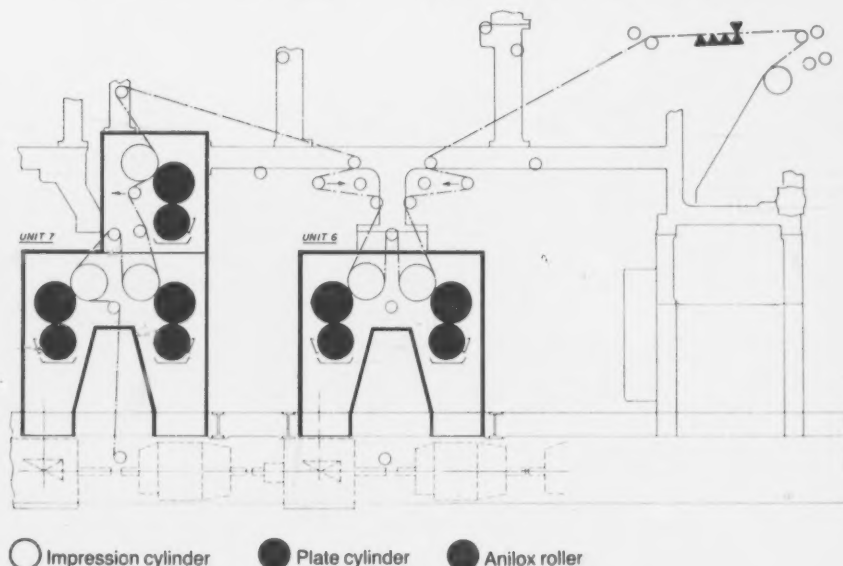
Working with the five suppliers that currently make water-based inks, the Atlanta newspapers have solved most of the problems of premature drying and of ink set-off—ink accumulating on the second impression cylinder—that have beset the experiment since it began in August.

Brown now believes flexography ultimately will replace offset printing as the common printing mode at newspapers—and in less time than it took offset to displace letterpress printing.

Flexography also is being tested at Greater Buffalo Press Inc., a commercial firm that prints Sunday comics and advertising inserts for newspapers. It has been achieving what some press observers call "spectacular" results with an eight-unit Kidder-Stacy press line.

Frank C. Saladino, project manager, reports the press is printing four colors on each side of the web at speeds of 38,000 to 40,000 impressions per hour, without experiencing problems with either pre-

Schematic of M.A.N.-Roland press for The Miami Herald



ture drying or set-off.

Saladino says the wasted newsprint amounts to 2.7 percent, compared to 10 to 12 percent when printing the same products via the offset process.

Greater Buffalo Press is giving some thought to acquiring a 60-inch-wide press line to augment the current 48-inch press.

Spreading activity. The success of flexography at plants currently using it has had a magnetic effect on other newspapers and press manufacturers.

Next year, four newspapers will be establishing experimental programs in flexography, and two press manufacturers will be testing new flexographic units at newspapers.

The most ambitious undertaking will be instituted at the Fort Lauderdale (Fla.) News and Sun Sentinel.

The newspapers, owned by the Tribune Co. of Chicago, have contracted with Windmoeller & Hoelscher to build a totally flexographic press line that will include one four-color unit, one three-color unit and two two-color units, according to Thomas E. Rice, vice president/production director. The configuration will allow the newspapers to produce a 48-page edition, he says. Plans call for the press to run process color on a regular basis.

Rice says the goal of the project is "to see a free-standing flexographic press" in

operation.

Because the units used in Providence and Atlanta are part of standing letterpress press lines, Rice says, the per-unit savings potential of flexography can't be properly evaluated.

"From what I've seen in Providence and Atlanta, I'm 90 percent sure about the flexographic process," says Rice. "If things go well (during the nine-month evaluation period), we'll expand the press to seven units."

The press is scheduled to be in operation by December 1984 or January 1985.

Plans to begin experimentation with flexography are also in the works at the Press-Telegram of Long Beach, Calif.

The newspaper has made a tentative recommendation on the project to its parent company, Knight-Ridder Newspapers Inc., according to General Manager Vance R. Caesar.

If the plans are approved, he says, the newspaper will use two Kidder-Stacy units with color halfdecks to run four-color process.

"We want to find out how well we can run four-color process and how fast," he says. "As long as we are making progress, we won't give up on it."

Meanwhile, on the press manufacturers' front, several more companies are preparing to enter the newspaper-flexography field.

M.A.N.-Roland USA Inc. will be making its initial entry in the flexography market with the introduction of two units and a color halfdeck at The Miami Herald.

According to Boykin C. Wright, vice president/operation of the Knight-Ridder flagship paper, M.A.N.-Roland was selected because it could handle the project's research aspect more expeditiously.

Although initial plans call for a six-month test, Wright says the experiment will entail equipment changes, and "it will probably take us a year or more to feel comfortable with the redesigned equipment."

The units will run process color within a standing letterpress line, he says, adding, "I see it as having great quality potential."

After a three-month installation period, Wright says, the units should be running in September 1984.

The Graphic Systems Division (Goss) of Rockwell International Inc. also is poised to enter the flexography sweepstakes. The company, in a joint venture with Paper Converting Machine Co., a Green Bay, Wis.-based manufacturer of flexographic presses, is in the process of converting a Goss Headliner Mark I letterpress unit to flexography.

The Washington Post provided the prototype unit and has tentative plans to convert eight such units and add three color

halfdecks by October 1984.

In addition, Koppers Co. Inc. of Glen Arms, Md., is currently involved in negotiations with an unnamed "large metropolitan daily" newspaper to provide retrofit flexographic units, according to Meyer L. Ruthenberg, product manager/equipment. The firm is converting a three-unit Goss Mark I press with two halfdecks that will run inserts for the Eastern Color Printing Co. in Avon, Conn.

And Printing Press Services Int., a British-based maker of flexographic retrofit units, says it is conducting talks with "several" newspapers to provide experimental production press units.

William D. Rinehart, ANPA vice president/technical, a longtime supporter of flexography, says the newspaper and press manufacturer interest in ANPAPRESS technology proves the viability of the process.

"Flexography or modified flexography is a new art," he says. "As such it needs a lot of research in ink and plate development."

Rinehart points out that the cooperation between newspaper and press vendors has made considerable headway toward solving lingering technical problems. "There's every reason to believe that the quality of the newspaper products will improve," he says.

If there is a downside to the flexography story at newspapers nowadays, it is that two newspaper plants that had installed flexographic presses decided after a test period to remove them.

For one year, The Sarasota Herald-Tribune ran one flexographic color deck, made by Faustel Inc. of Butler, Wis. But after Lindsay Newspapers Inc. sold the newspaper last year to The New York Times Co., the new ownership decided to build a satellite offset printing plant, which brought an end to the experiment.

Also in 1982, the Newspaper Printing Corp. of Nashville, which publishes The Tennessean and The Nashville Banner, dropped a 15-month experiment that involved a flexographic retrofit of a Goss Headliner Mark I [presstime, Nov. 1982, p. 38].

"It was costing us a lot of down time," explains W. Donald McGahan, NPC's operations director. "There were times when we waited weeks for parts."

However, McGahan does not pooch-pooch either the research done by the firm or flexography itself.

"I think what we did was useful," he says. "We felt like we served our time, and it was time for us to get out of it. I've seen enough to realize that flexography will be a viable way to print on newsprint." □

World's largest daily converting to ANPAPRESS

By William D. Rinehart

Yomiuri Shimbun, the world's largest-circulation daily newspaper, is converting its letterpress press lines to the Tokyo Kikai Seisakusho version of the ANPAPRESS™ keyless inking system.

The Tokyo-based daily, which has a circulation of 13.6 million (8,858,000 morning and 4,868,000 evening), has converted about half of its 81 relatively new letterpress units into units employing an anilox ink roller and two ink form rollers.

The combination is a proven technology in lowering energy needs and minimizing pressroom labor requirements.

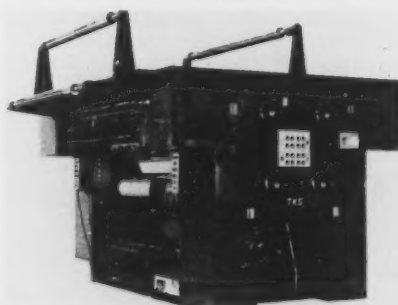
The newspaper plans to convert the rest of the press line by early next year.

Hisao Oka, managing director of production, says the converted units have

helped decrease printed waste to 0.5 percent of the press run.

Yomiuri Shimbun contracted with TKS, a major Japanese press manufacturing and conversion firm, to retrofit the press units with the anilox inking system. TKS was the first firm to sign on ANPA license agreement to use ANPAPRESS technology.

The current technological developments



The TKS four-color, anilox letterpress press

between Yomiuri and TKS are not the first.

Within the past year, the daily installed a TKS four-color unit with a common impression cylinder, using a modified flexographic ink system [presstime, July 1983, p. 8]. This comparatively light, compact unit, placed above existing units, quietly runs quality process color using plastic plates.

Printing with the same oil-based inks that standard letterpress units use, the units are achieving quality color reproduction, Oka says.

Yomiuri uses Japanese-made electronic scanners for its color separations, and the plates are mounted on special saddles for the "Keyless Inker" units.

Yomiuri's conversion to the anilox process proves that with proper color separations, the anilox inking system can yield quality color.

The Express of Easton, Pa., is printing high quality with a similar anilox system. □

Rinehart, ANPA vice president/technical, recently visited Japanese newspapers.

Color pages to double by 1990

Ink makers respond to changes

By 1990, the number of newspaper pages containing process color will double—from 2 percent to 4 percent of all pages printed, according to a new Printing Industries of America research study.

The study, conducted by Dunn Technology Inc., sampled 35 newspapers nationwide, ranging from 10,000 daily circulation to more than 1 million.

The finding underscores something that ink manufacturers are well aware of—newspapers are buying and using more color inks.

Although precise figures on increased sales and production are not available, Ronald C. Baker, president of United States Printing Ink Corp., estimates that newspapers have increased use of color inks 10 percent since the beginning of this year.

"We've seen at least a 20-percent increase in ROP color in newspapers in the last year or two," says another ink company executive, Michael L. Traidman, marketing manager for the General Printing Ink Division of Sun Chemical Corp.

Not only is the appetite for color inks growing, but the variety of ink customers is

also expanding. Today's offset presses come in any number of brands and configurations. Retrofit units are available to convert letterpress presses to offset. Some letterpress presses also can be used to print process color. And color flexographic printing is now being introduced into the newspaper industry.

This diversity of presses has put pressure on ink manufacturers to meet "more individualized needs," says Robert Mayer, manager/technical services for the J. M. Huber Corp. of Edison, N.J. "The guy may have a conversion press, and maybe there are only three others in the country," Mayer points out, "but you have to meet his needs."

Additionally, the general trend toward offset printing has implications for ink producers, because the variables associated with the offset printing process make offset inks more difficult to manufacture than letterpress inks.

Ink companies also are feeling the effects of a sweeping emphasis in the newspaper industry on quality control. "Where there was a tendency to not use ANPA (color printing) standards for economic

nation, while Shaffstall is a manufacturer of microprocessor-based systems for data translation in information processing.

According to John L. Pie, acting vice president/finance for Penta, the acquisition will allow the two firms to better complement each other.

By year's end, The New York Times national edition will be printed at a **fourth printing location**, this one near San Francisco.

The Times' initial press run at the Leshar Communications Inc. printing plant in Walnut Creek, Calif., will be 25,000 for the weekday edition and 35,000 for the Sunday edition. The newspapers will be distributed from Monterey, Calif., north to Western Canada and east to Denver.

The national edition's pages will be sent via satellite transmission to Walnut Creek, just as they are at existing remote printing facilities in Chicago, Lakeland, Fla., and Torrance, Calif. [presstime, Oct. 1981, p. 53].



ANPA ink technician Russell Shook prepares ink sample for tests.

reasons," Baker says, "that trend has reversed itself."

"Our customers are becoming more technically demanding," adds Leonard A. Walle, marketing manager for Flint Ink Corp. "It requires additional field support" to the newspapers.

Traidman says Sun Chemical has had to expand its laboratories, institute more ink tests, enforce stricter production and testing controls, and devote more technical personnel to research and development and quality control.

The ink officials say production and quality have not been undermined by the new demand for color inks, because they anticipated rising demand for color inserts over the last five years. Now they are also planning to meet rising demand for ROP color. □

Technology notes

Newspapers that use presses manufactured by Tokyo Kikai Seisakusho Ltd. are forming a users group.

Richard E. Lewis, vice president/operations at The Record of Hackensack, N.J., said that the **TKS Users Group** will formalize a loosely organized association of 47 TKS users worldwide.

The group will hold its first meeting Jan. 17 in Beaumont, Texas, "to establish by-laws, elect officers, (and) visit The Wall Street Journal plant there," among other things, he said.

Lewis, one of the organizers of the group, said interested parties may contact him at (201) 646-4482.

Penta Systems International Inc., a Baltimore-based maker of computer systems for the publishing industry, has **acquired the Shaffstall Corp.** of Indianapolis.

Penta computer systems perform automated text processing and electronic pagi-

Technology calendar

The **ANPA technical committees** will meet Jan. 10-11 at The Newspaper Center.

The **Itek CPS Users Group** will hold its semiannual meeting Jan. 15-17 at the Queen Mary, Long Beach, Calif.

The **ANPA/Canadian Pulp and Paper Association Joint Standing Committee** will meet Feb. 9-10 in St. Petersburg, Fla.

America-East Newspaper Production Conference will be held March 28-30 at the Hershey Lodge and Convention Center, Hershey, Pa. The conference is sponsored by the Pennsylvania Newspaper Publishers Association.

The **ANPA Operations Management Conference & Exposition** will be held June 9-13 at the Georgia World Congress Center in Atlanta. □

Labor contracts ratified for mills in three states

Labor contracts have been ratified at newsprint mills in Alabama, South Carolina and Oregon.

Members of the United Paperworkers International Union ratified a three-year contract Oct. 19 at the Alabama mill of Coosa River Newsprint Pulp & Forest Products Co., a unit of Kimberly-Clark Corp. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

UPIU members at Catawba Newsprint Co.'s Catawba, S.C., mill, a Bowater Paper Co. property, then followed on Nov. 4 by ratifying a three-year contract that includes the same wage increases. The settlements reflect those reached earlier with St. Regis Paper Co., Lufkin, Texas, and International Paper Co., Mobile, Ala.

In Oregon, the Association of Western Pulp & Paper Workers at Publishers Paper Co.'s Oregon City mill ratified a four-year extension of their labor contract that had been due to expire March 15, 1984. The extension provides for whatever wage increases are ratified by the union in 1984 at the company's other newsprint mill, in Newberg, Ore.

Contracts have not been negotiated at two other mills.

The UPIU is meeting with officials of FSC Paper Corp.'s Alsip, Ill., mill, where the union's contract expired Oct. 28.

Meanwhile, a UPIU strike that began Sept. 4 continues at Boise Southern Co.'s DeRidder, La., mill, where paper machines are being operated by non-union workers.

Newsprint price hike looms March 1

MacMillan Bloedel Ltd., Canada's largest forest-products company, has announced it will increase its newsprint prices for U.S. and Western Canada customers on March 1.

The U.S. price will be raised from \$468.50 to \$500 a metric ton (\$425 to \$454 a short ton), a 6.7-percent increase.

The company said that it would continue to offer a 5-percent discount to U.S. customers who purchase 100 percent of their

No further meetings between the two sides were scheduled as of late November.

In Canada, meetings are continuing between the Canadian Paperworkers Union, the Pulp and Paper Workers of Canada, forest products companies and a private mediator on an agreement to replace contracts that expired earlier this year [presstime, Nov. 1983, p. 37]. □

Newsprint notes

Bowater Canada Ltd. said in November that it intends to **sell its newsprint mill** in Corner Brook, Newfoundland. The company is negotiating with a potential buyer and is optimistic that an agreement might be reached by the end of this year.

The mill is being sold in an effort to "consolidate Bowater's assets in the southern U.S.," a spokesman noted. Bowater had permanently closed one of five newsprint machines at the mill earlier this year because of high production costs and poor mechanical condition.

Seventy-five percent of the mills' 294,000-metric-tons-a-year output is shipped to European markets.

...

Great Lakes Forest Products Ltd. announced in November that it **will not participate in the building of a newsprint mill** in northeastern Arizona on land owned by the San Carlos Apache Indians. The decision was made after the company received results of a recently completed feasibility study [presstime, Sept. 1983, p. 40]. □

contracted annual tonnage. When the discount is included, the price will rise from \$445 to \$475 a metric ton (\$403 to \$431 a short ton).

The Canadian price, which does not include a discount, will rise from \$515 to \$540 (Canadian) a metric ton, an increase of 4.9 percent.

The company said the adjustments will return prices to October 1982 levels [presstime, Aug. p. 34]. □

ANPA protests tariff changes for newsprint

ANPA has registered its deep concern over a plan to change the way newsprint is defined in U.S. tariff schedules.

At a Nov. 21 hearing by a committee of the Office of the U.S. Trade Representative, ANPA Newsprint Committee Chairman Donald N. Soldwedel argued against eliminating the current U.S. definition of newsprint, which is based on whether the "chief use" of the paper is for newspapers. He said the plan to replace this definition with a "narrow, technical definition" of an international body "could discourage newspapers' use of new newsprint technologies and future opportunities."

Newsprint currently is imported into the United States without duty.

At the Washington, D.C., hearing, ANPA expressed its strong opposition to a plan by the U.S. International Trade Commission to convert U.S. tariff schedules to a new international nomenclature.

Eugene A. Rosengarden, director of the Office of Tariff Affairs at the USITC and the U.S. representative to the international deliberations, has said that ANPA's concerns were taken into consideration when the U.S. proposal was drawn up. He said a new duty-free "roto newsprint paper" category was created in the U.S. tariff schedules to cover paper currently considered newsprint, which the Association has said would not be considered "standard newsprint paper" under the new definition [presstime, Sept. 1983, p. 40].

Soldwedel, president and publisher of Western Newspapers Inc. of Yuma, Ariz., said ANPA "objects to separating a significant portion of newsprint paper from the traditional standard newsprint paper category." He said "papers of any quality, if chiefly used in newspapers, should enter this country duty-free under a single tariff classification."

The USITC plan was sent to the President this summer. The hearing was part of executive branch review of the plan.

Congressional action is required for the change, but legislation to achieve it is not expected to be introduced until 1985. □

Consumption climbs again in October

Newsprint consumption by U.S. daily newspapers increased 3 percent in October compared to 1982 levels—the 10th increase in as many months this year.

Consumption by all U.S. newsprint users increased during the month by 5.3 percent, marking the eighth straight monthly increase in this category.

For the first 10 months of this year, consumption by U.S. daily newspapers was up 3.1 percent from 1982, and that of all U.S. users was up 3.9 percent.

At the end of October, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 40 days, compared with 46 days at the end of October 1982. North American mill stocks at the end of October were down 13.5 percent.

Production was up 7.4 percent in Canada and down fractionally in the United States in October. Ten-month production totals were 2.1 percent and 0.7 percent higher than a year ago in Canada and the United States, respectively.

The October operating rate for Canadian mills was 88 percent. At U.S. mills, it was 87.3 percent.

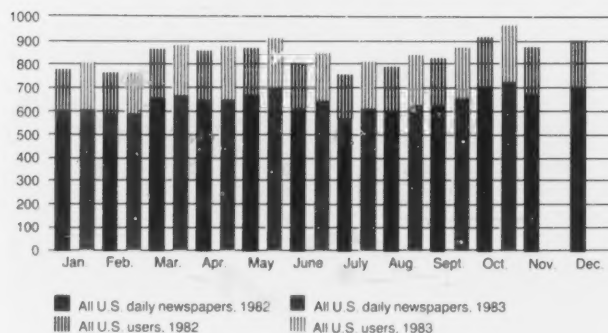
Estimated consumption of all U.S. daily newspapers¹

Region	September 1983	September 1982	% Change
Northeast	162,658	156,812	+3.7
North Central	146,794	142,913	+2.7
South	210,632	196,577	+7.1
West	144,353	143,452	+0.6
Circulation size			
up to 25,000	52,930	59,698	-11.3
25,001-100,000	119,134	121,219	-1.7
Over 100,000	492,373	458,837	+7.3
September totals	664,437(r)	639,754	+3.9(r)
Nine-month totals	5,813,068(r)	5,636,633	+3.1(r)
Region	October 1983	October 1982	% Change
Northeast	181,816	178,332	+2.0
North Central	160,836	154,494	+4.1
South	228,146	216,226	+5.5
West	154,501	155,390	-0.6
Circulation size			
up to 25,000	55,939	65,651	-14.8
25,001-100,000	127,963	131,487	-2.7
Over 100,000	541,397	507,304	+6.7
October totals	725,299(p)	704,442	+3.0(p)
Ten-month totals	6,538,367(p)	6,341,075	+3.1(p)

Stocks

U.S. publishers ²	Tonnage	Days' supply on hand	Days' supply in transit
August 1983	848,560	40(r)	6
August 1982	952,067	49	6
September 1983	811,782(r)	37	5
September 1982	897,812	42	6
October 1983	795,857(p)	35(p)	5(p)
October 1982	861,131	40	6
Canadian mills			
October 1983	343,754	--	--
October 1982	416,860	--	--
U.S. mills			
October 1983	119,003	--	--
October 1982	118,024	--	--

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
August totals	846,000(r)	806,000	+5.0(r)
September totals	885,000(r)	836,000	+5.9(r)
October totals	977,000(p)	928,000	+5.3(p)
Ten-month totals	8,636,000(p)	8,314,000	+3.9(p)

Production

	Canada	U.S.A.	North America
October 1983	750,112	405,985	1,156,097
October 1982	698,251	406,061	1,104,312
Increase or decrease	+51,861 +7.4%	-76 -0.02%	+51,785 +4.7%
Ten months 1983	7,003,537	3,897,605	10,901,142
Ten months 1982	6,861,407	3,671,076	10,732,483
Increase	+142,130 +2.1%	+26,529 +0.7%	+168,659 +1.6%

Shipments

	U.S.A.	Canada	Export	Total
From Canadian mills				
October 1983	551,556	85,496	127,212	764,264
October 1982	485,409	76,191	122,761	684,361
Ten months 1983	4,929,406	794,764	1,228,280	6,952,450
Ten months 1982	4,599,780	777,112	1,261,541	6,638,433
Increase or decrease	+329,626 +7.2%	+17,652 +2.3%	-33,261 -2.6%	+314,017 +4.7%
From U.S. mills				
October 1983	386,865	19,584	----	406,449
October 1982	377,136	20,892	----	398,028
Ten months 1983	3,642,746	222,265	----	3,865,011
Ten months 1982	3,553,643	237,052	----	3,790,695
Increase or decrease	+89,103 +2.5%	-14,787 -6.2%	----	+74,316 +2.0%
From North American mills				
October 1983	938,421	105,080	127,212	1,170,713
October 1982	862,545	97,083	122,761	1,082,389
Ten months 1983	8,572,152	1,017,029	1,228,280	10,817,461
Ten months 1982	8,153,423	1,014,164	1,261,541	10,429,128
Increase or decrease	+418,729 +5.1%	+2,865 +0.3%	-33,261 -2.6%	+388,333 +3.7%

¹Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

²Represents stocks of ANPA-member newspapers in statistical sample
 (r) = revised
 (p) = preliminary

Newhouse, Pulitzer plan to share St. Louis profits

Justice intervenes in breakup of JOA

By Neil D. Swan
presstime staff writer

In an unexpected and unprecedented action, the U.S. Justice Department actively sought prospective buyers for a failing newspaper after the owners said they intended to cease publication.

But in late November, the government's effort to keep the St. Louis Globe-Democrat alive seemed unlikely to succeed. The Justice Department Nov. 22 decided not to extend its deadline for finding a buyer, even though some 35 individuals or groups had made inquiries, and had been referred to Newhouse.

When Newhouse Newspapers announced Nov. 7 that it planned to shut down the newspaper Dec. 31 because of "substantial losses for many years," the government acted immediately to seek prospective buyers for the paper. It issued press releases and contacted newspaper brokers, a spokesman said.

The government thrust itself into the newspaper marketplace on a claim that the antitrust exemption granted the Globe-Democrat and St. Louis Post-Dispatch under a joint operating agreement authorized such federal intervention to try to keep the Globe-Democrat alive.

The government made clear that any purchaser of the paper would have to operate it outside of a JOA, and there was considerable skepticism within the newspaper industry over whether an independent Globe-Democrat could make it when a Newhouse-owned Globe-Democrat published under a JOA could not.

Since 1959, the Globe-Democrat has been printed by the afternoon Post-Dispatch. St. Louis was one of the situations "grandfathered" by the Newspaper Preservation Act of 1970, which gave a statutory basis to government policy of giving anti-trust immunity to a city's competing newspapers where one of those papers is in danger of failing.

In 1979, the St. Louis JOA was extended to include common business, advertising and circulation departments, leaving the Globe-Democrat with only an

Newhouse and Pulitzer reportedly agreed to evenly divide profits or losses from the two St. Louis papers under a contract extending through the year 2034, with three 30-year options to extend.

editorial operation.

If the closure goes through, it would be the first ever for a newspaper under a JOA.

Justice spokesman Mark T. Sheehan said that if "we are convinced no serious buyer has appeared by Nov. 22, the department will not object" to the closing of the newspaper, although Sheehan said the deadline could be extended to accommodate potential buyers.

But the department decided against extending the deadline. In a "week or so" after that Nov. 22 date, Sheehan said, the department would ask Newhouse lawyers whether they had received any serious purchase inquiries.

Sheehan said Newhouse first contacted the Justice Department last summer about its plans to close the Globe-Democrat. "We agreed it was in financial difficulty," he said, "but we raised the question of searching for a buyer at that time."

Justice officials said if the Newhouse newspaper group closes the Globe-Democrat but continues to share in the profits of the Pulitzer Publishing Co.'s Post-Dispatch, as the proposed closure agreement between the two companies specifies, the action can qualify for immunity from antitrust laws only if no buyer can be found.

Newhouse and Pulitzer reportedly agreed in 1979 to evenly divide profits or losses from the two papers under a contract extending to the year 2034, with three 30-year options beyond that. In determining several months ago that the Globe-Democrat was, in fact, in financial trouble the Justice Department said that contract

could continue in effect after the Globe-Democrat's scheduled closure on Dec. 31 of this year.

Despite the fact that the Globe-Democrat's financial problems had been known for some time, the announcement of plans to close it came as a surprise, particularly to its editorial staffers, many of whom later signed a statement supporting efforts by employees to buy the paper.

But on Nov. 19 the Globe-Democrat employees accepted a severance proposal from Newhouse to The Newspaper Guild.

If the Globe-Democrat does close down, it would be unusual in that a.m. papers in recent years usually have been stronger than their p.m. competitors. (Another exception to that rule is Seattle, where the morning Post-Intelligencer had to enter into a JOA with the evening Times earlier this year to avoid closure.)

In fact, while both St. Louis papers have lost circulation over the last two decades, the Globe-Democrat has come from behind and, with a daily circulation of 255,141 as of last Sept. 30, now exceeds that of the Post-Dispatch with 230,025.

One factor hurting the Globe-Democrat was that under the JOA, it published no Sunday edition. The Sunday Post-Dispatch has a circulation of 454,565.

Newspaper analyst John Morton of the investment firm Lynch, Jones & Ryan also noted that both St. Louis dailies have been hurt by the loss of inner-city population and by the concomitant growth of strong weekly newspapers that ring the city in the Missouri and Illinois suburbs.

"Those suburban newspapers, many of them free-distribution weeklies and some having agreements to jointly sell advertising, have made it much more difficult for two newspapers to survive in St. Louis," Morton said.

In the Missouri suburbs of St. Louis, there are five paid weeklies with a total circulation of 194,160 and six free-distribution weeklies with a total circulation of 288,073. In the Illinois suburbs, there are 11 paid weeklies with a total circulation of 102,210 and two free weeklies with a circulation of 25,000. □

Purchase of NNA ad-rep firm blocked by 'legal problems'

The tentative agreement by a group of state press associations to purchase the advertising representative firm owned by the National Newspaper Association has been dissolved.

A new, tentative agreement has been reached whereby NNA would retain ownership of American Newspaper Representatives Inc., but the firm would be managed by a board of press association managers.

When "legal problems" arose trying to finalize the initial agreement, reached during the annual NNA Convention in September, negotiations were discontinued "by mutual agreement," said Eugene G. Carr, executive vice president of the North Dakota Newspaper Association [press-time, Oct. 1983, p. 53]. Carr is chairman of the five-member board that will oversee ANR operations. One board member was chosen from each of the five ANR regions.

Carr said the board will take measures to reduce ANR expenses and at the same time increase sales and promotion efforts. He said it will ask newspapers using ANR services to contribute \$25 each in a "re-capitalization" drive. And, he said, it is planning an "immediate search" for a person to succeed ANR Executive Vice President Joseph J. Amodeo when he retires in two years.

The Executive Finance Committee of the NNA Board of Directors has approved the new agreement. The NNA board will make the necessary bylaw change to implement the agreement at its Dec. 8 meeting, according to Executive Vice President W. Melvin Street. □

Newspapers urged to answer survey

The National Newspaper Association has urged U.S. newspapers to respond to a survey its foundation is conducting to help draw a statistical profile of the newspaper business.

In late November, NNA Executive Vice President W. Melvin Street said he was not happy with the number of returns thus far. The goal of the National Newspaper Foundation project, he said, is to get "as large a representative group as we can get."

The survey asks questions about circulation and average edition size, production statistics, revenues, personnel, distribution methods, competitive forces, and equipment. Participating newspapers will receive a computer-generated report of how they compare with other newspapers of the same size. The deadline for responses is Dec. 30. □

PAGE cooperative has 15 papers, hopes to reach 25

The board of directors of a new purchasing cooperative for independent daily newspapers and small, privately owned groups met Nov. 16 in Philadelphia to review progress made.

The cooperative, called Publishers Associated to Gain Economy, or PAGE, was formed after a group of independent publishers met to discuss the idea at last April's ANPA Convention in New York City. It was incorporated last summer in Washington, D.C., as a cooperative association.

H. Charles Berky, a private consultant who serves as PAGE secretary, said 15 newspapers are now "on board," and the group is aiming to get 25 signed up before beginning negotiations with suppliers.

To become a subscriber, a newspaper must pay a \$15,000 fee that is fully refundable should the paper decide later to pull out of the cooperative.

PAGE officers are Joe Smyth, president of Independent Newspapers Inc., a group that includes the Delaware State News of Dover, president; Willmott Lewis Jr., publisher of the Valley News in White River Junction, Vt., vice president; and P.E. (Pete) Eyerly III, publisher of the Press-Enterprise of Bloomsburg, Pa., treasurer.

PAGE members will meet on April 28 in Montreal, just prior to the 1984 ANPA Convention. □

'Shoe'

By Jeff MacNelly



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123-year-old daily shuts down in suburban Vancouver, B.C.

The first total shutdown of a Canadian daily newspaper this year occurred Nov. 15 when The Columbian of suburban Vancouver, British Columbia, published its final edition. The 123-year-old daily was the oldest newspaper in the province.

The owners of the 19,468-circulation evening daily, R.D. "Rikk" Taylor and his aunt, had been actively seeking a buyer but were unable to locate one.

The New Westminster-based company, which included five weeklies and a commercial printing division, was declared bankrupt Oct. 14 but was kept running for several weeks by the trustees in the hope that a buyer would step forward [presstime, Nov. 1983, p. 50].

Taylor blamed the closing on the economy. "The recession in Western Canada was deeper than anyone imagined, especially on retail trade," he said.

Publisher Victor D. Barber said the trustees thought the economy would improve in the third quarter, "but it didn't."

The commercial printing division "will continue to operate under the umbrella of the trustees," he said. "I think it will be sold as a going concern."

Barber said "50 or 60" employees are continuing to work in the printing plant. The company had 200 full-time employees, 150 part-time workers and 700 carriers.

Employees who lost their jobs in the shutdown are due about \$1.5 million (Canadian) in severance pay, he reported.

Under Canada's bankruptcy laws, the employees will be considered among the company's "preferred creditors" only for the first \$500 owed each of them. For any amount beyond the \$500, they will be considered "unsecured" creditors. "They have some hope of getting something, but not 100 cents on the dollar," Barber said. "It depends on the sale of assets."

The publisher said the total liability of the company was "in the neighborhood" of \$7.5 million. Last June, when creditors approved a proposal under the Bankruptcy Act to restructure the newspaper's payments, the company's assets were valued at \$6.5 million.

In late November, Taylor was part of a group that was in the process of purchas-



R.D. "Rikk" Taylor

ing the titles of the weeklies. He said he hoped "a new group of weeklies" would be set up.

Earlier this year, another British Columbia paper, The Sentinel of Kamloops, converted from its status as a paid daily to a free-circulation paper published three times a week; and the morning Moncton (New Brunswick) Times combined with the evening Transcript into the Times-Transcript, a p.m. paper [presstime, Sept. 1983, p. 48]. □

Inland association picks Reg Ivory

R.E. (Reg) Ivory, head of the Florida Press Association since 1975, will become executive director of the Chicago-based Inland Daily Press Association, effective Dec. 1.

Membership in the Florida group tripled during Ivory's tenure there.

The Florida association now lists every weekly and daily newspaper in the state as a member.

Ivory has also served as director of the Florida Press Center, which houses 50 newspaper, radio and TV reporters who make up the capital press corps.

Inland is the largest and oldest regional association of daily newspapers in the United States. □

Final arguments heard in Canadian conspiracy case

Final arguments were heard Nov. 16 in the trial of Southam Inc. and Thomson Newspapers Ltd. on charges they formed a conspiracy to lessen newspaper competition in violation of Canada's Combines Investigation Act.

Ontario Supreme Court Judge William Anderson subsequently announced that he would render a decision in the case on Dec. 9.

The scope of the trial that began Sept. 19 was considerably narrowed Oct. 28 when Anderson dismissed five of eight conspiracy, merger and monopoly charges against the two newspaper groups [presstime, Nov. 1983, p. 51]. But he ruled there was enough evidence to continue the trial on two conspiracy counts and one count of merger.

Anderson dismissed all counts relating to the 1979 closing of The Montreal Star and all charges against that newspaper's former owner, F.P. Publications Ltd., which was acquired by Thomson in January 1980.

He also dismissed both monopoly charges and two of three merger charges.

The main conspiracy count relates to a series of events on Aug. 27, 1980, when Southam closed The Winnipeg (Manitoba) Tribune, Thomson closed the Ottawa Journal and Southam bought out Thomson's interests in joint-publication agreements in Montreal and in Vancouver, British Columbia.

Anderson said the government had provided at least some evidence to support its allegation that the events constituted a conspiracy to lessen competition in Winnipeg, Vancouver and Ottawa.

The other conspiracy count and the remaining merger count relate to Winnipeg. The judge said the conspiracy count was "somewhat anomalous" because events in Winnipeg are covered by the other conspiracy count, but he added that the trial would not be materially prolonged by letting it stand "for the moment."

Southam President Gordon Fisher and Thomson Deputy Chairman John Tory both testified for the defense during the first week of November. □

Speculation runs wild on Murdoch's Sun-Times

In Chicago, they're waiting for the other shoe to drop.

Ever since Australian press magnate Rupert K. Murdoch announced Nov. 1 that his American publishing firm will buy the Chicago Sun-Times for \$90 million, defeating a last-minute cash scramble to keep ownership in the Windy City, speculation has run wild on the eventual fate of the paper.

Will Murdoch turn the Sun-Times, which has been courting a buyer since April, into a mirror image of his sensational, headline-screaming New York Post, or will he leave the Sun-Times essentially alone, as he says he will?

"We neither plan nor intend any substantial changes in the newspaper, and we would strive to maintain the newspaper's high standards and its reputation in the community," Murdoch said. Contemplated changes focus on the addition of new and enlarged sections for the Sunday Sun-Times to achieve a "strong competitive position on Sunday against the Chicago Tribune," he added.

Nevertheless, the speculation continues, especially in light of the sensationalist tone imposed by the Murdoch empire on the Boston Herald, purchased a year ago from The Hearst Corp. The Herald and the Post already have one thing in common with the Sun-Times—tabloid format.

"It's unrealistic to believe that we will remain unchanged, the way we are," said the Sun-Times' crusty local columnist, Mike Royko.

"In the worst scenario, we could become a terrible, sensational, screaming newspaper with phony headlines—the kind of paper Murdoch's often identified with.

"But it's also possible that he will recognize our strengths and not undermine them and that he will see our weaknesses and improve on those points," said the widely read columnist. "A year from now, it's possible you'll see a better newspaper," Royko added, but he acknowledged that he and most other newsroom staffers are "apprehensive" about the newspaper's future.

James Hoge, 41-year-old publisher and one-time reporter of the Sun-Times, made a concerted effort to maintain Chicago-based ownership of the newspaper, the

eighth-largest in the nation. Field Enterprises Inc., owned by Marshall Field V and his half-brother Frederick W. Field, placed the newspaper and the Field Newspaper Syndicate on the market April 15.

Hoge and associates bid \$63 million for the newspaper alone, without the syndicate, but lost out to the \$90-million bid from Murdoch for both properties.

There were reports in Chicago that Hoge's investment associates, in a last-minute scramble, were pledging second mortgages on their homes and reportedly came within a few million dollars of matching the Australian's bid before the Fields cut off bidding.

Hoge declined comment on these reports.

"We made our bid of \$55 million in cash and \$8 million in real-estate considerations, and it speaks for itself," said Hoge. "We had been told they would consider selling the paper without the syndicate and that's what we were trying to do."

Marshall Field explained the acceptance of the Murdoch bid by saying: "Because I'm local, my sentiments were that we should try to have a local owner if possible. And I was willing to give up something to do that.

"To be perfectly frank," he continued, "my brother felt that he wanted to maximize what he got for the paper. Our

agreement is such that he has a perfect right to do that. So it took control out of my hands, and I don't want a big fight with him anyway."

In announcing his purchase, Murdoch, known as a hard labor negotiator, said he would make no effort to tamper with existing union agreements at the Sun-Times, a statement that was "surprisingly amicable" to Jerry Minkinen, executive director of the Chicago Newspaper Guild.

Purchase agreements are due to be completed Dec. 15, with a closing by Jan. 3.

The acquisition will put Murdoch newspapers in direct competition with the Tribune Co. in the nation's two largest cities. In New York, there has been enmity between Murdoch, publisher since 1976 of the Post, and the Tribune Co.'s New York Daily News. The Post, despite increasing circulation, still is losing a reported \$14 million in this fiscal year, while the Daily News has moved into the black following a period when its future was in doubt.

In Chicago, the dominant Tribune is outpacing the Sun-Times in both advertising and circulation. Regarding the latter, Audit Bureau of Circulations figures for the six months ending Sept. 30 show the Tribune with a daily circulation of 751,024 and 1,116,403 on Sunday, compared with the Sun-Times' 639,134 daily and 669,426 on Sunday.

But despite its status as the "number two" paper in Chicago, the Sun-Times had a profit of \$3.3 million in the year ended Sept. 30.

Besides the newspaper and Field Newspaper Syndicate, the sale also includes the Independent Press Service, an interest in KEYCOM Electronic Publishing, a joint venture with Centel Corp. and Honeywell Inc. to provide videotext services, and an interest in Chicago's City News Bureau.

The 52-year-old Murdoch's other daily newspaper holdings include the San Antonio Express and News; The Times, The Sun and the News of the World, all in London; and a number of Australian papers. He also owns New York magazine, The Village Voice and the supermarket tabloid, The Star, as well as broadcast properties. □

Recent acquisitions

Thomson Newspapers Inc., Des Plaines, Ill., is acquiring The Express, Easton, Pa., daily circulation 46,876.

Park Communications Inc., Ithaca, N.Y., acquired The News-Virginian, Waynesboro, Va., daily circulation 13,075, from the Evening Post Publishing Group, Charleston, S.C.

Sharon and Larry Hiatt, Princeton, Ind., acquired The Knox County Daily News, Bicknell, Ind., circulation 2,500.

St. Catharines (Ontario) Standard Ltd. acquired two Ontario papers: Cobourg Daily Star, circulation 4,686, and The Evening Guide, Port Hope, daily circulation 3,086.

General Media Inc., Jacksonville, Ark., acquired the Jacksonville News, daily circulation 9,010. □

Credit Bureau's electronic service expanding

By Marcia Fram
presstime staff writer

Operating out of a corner of The Newspaper Center, ANPA/Credit Bureau Inc. is quietly flexing the muscles of a new credit-monitoring system powerful enough to handle the rising tide of requests for credit reports and for help in collecting overdue advertising accounts.

The credit bureau is now able to exchange information electronically with some clients, transmitting data over special telephone lines between newspapers' credit department computers and The Newspaper Center's computer.

"In 10 years, (ANPA/CBI) could easily have 300 newspapers on this system," says Chairman and President Thomas C. Fichter, who is also ANPA senior vice president and deputy general manager.

The Washington Post was the first to use the system [presstime, Oct. 1982, p. 59]. The Journal Newspapers of suburban Washington, D.C., were second.

Moving with caution, ANPA/CBI Vice-President James Ralph says he is turning down other newspapers' requests to go on-line until he is sure ANPA/CBI can provide comprehensive service for a particular metropolitan area.

Right now, with the Post and the Journal Newspapers, Ralph says ANPA/CBI can "completely cover and blanket" the Washington area.

Fichter says the next level of expansion might be toward Richmond, Va., or Philadelphia, or possibly to another region with several newspapers and interconnected advertisers such as metropolitan Los Angeles and San Francisco.

The main advantage of the new technology is that communication is immediate. This helps subscribers to avoid contracts with bad-credit risks.

"Lots of times, (advertisers approaching the Journal) owe money to the Post and can't run (ads) there," says Michael J. Boone, Journal credit manager. "Dun & Bradstreet doesn't know that."

Boone also estimates that being on the new system has already saved his department the salary of one staff position not now needed.

The electronic service is the latest inno-

vation in credit reporting that dates back to ANPA's founding in 1887. Since 1975, when the credit bureau became a wholly owned subsidiary of the Association, the service has been made available to all media and media-related organizations, regardless of membership in ANPA. And in the past year, availability has been expanded to non-media trade associations.

The volume of inquiries for credit information has increased from 2,998 in 1976—the first year ANPA/CBI operated as a subsidiary—to 6,873 last year. This has led credit bureau officials to establish a fee structure for some credit checks, beginning in January.

If the information needed by a subscriber is on the computer, there will be no charge. The fee structure will cover credit checks that require more research.

Subscribers will receive one no-cost credit check for every \$20 of their annual fee, plus one for every \$400 of debt the credit bureau collects for the subscriber. For example, a subscriber paying ANPA/CBI \$1,000 a year would get 50 free

credit checks, plus 10 more if the credit bureau had helped the paper collect \$4,000 in bad debts from advertisers.

Subscribing newspapers pay a yearly fee of from \$50 to \$1,000, based on circulation. Other media outlets, such as radio and television stations, have fees based on advertising rates. Flexible formulas, based primarily on the number of credit reports needed, are used for non-media subscribers.

ANPA/CBI provides two levels of services to subscribers:

- The collection services described above, for which subscribers pay 10 percent of the amount collected, excluding legal fees. (This service also is available to non-subscribers for a 15-percent fee.)

- A lengthy and constantly updated credit index, containing information on advertising agencies, monthly confidential reports on claims ANPA/CBI has received for collection, and periodic bulletins on potentially troublesome operations and other credit developments [presstime, May 1983, p. 2].

Changes in command

The Southern Newspaper Publishers Association, at its annual convention Nov. 13-16 in Boca Raton, Fla., elected the following new officers:

- *President*—David J. Whichard II, Greenville (N.C.) Daily Reflector
- *President-Elect*—Ruth S. Holmberg, Chattanooga (Tenn.) Times
- *Treasurer*—Tom J. Hardin, Alexandria (La.) Daily Town Talk

The Inland Daily Press Association, at its annual convention Oct. 16-18 in Chicago, elected the following new officers:

- *President*—John M. Lavine, Lavine Newspaper Group, Chippewa Falls, Wis.
- *Chairman of the Board*—James E. Burgess, Lee Enterprises Inc., Davenport, Iowa
- *First Vice President*—Paul McCue, Lincoln (Nebr.) Journal-Star
- *Second Vice President*—George J. Lock, Milwaukee Journal

The Institute of Newspaper Controllers and Finance Officers, at its annual meeting Oct. 17-20 in Denver, elected the following new officers:

- *President*—George D. Hutchison, Pacific Press Ltd., Vancouver, British Columbia
- *First Vice President*—Edward DeVoge, Observer Publishing Co., Washington, Pa.
- *Second Vice President*—Joseph D. Cantrell, Orlando (Fla.) Sentinel Co.
- *Treasurer*—Lionel S. Jackson Jr., Jackson Newspapers, New Haven, Conn.
- *Secretary*—David H. Reiley, Somerset (Pa.) Daily American

The Society of Newspaper Design, at its annual meeting Oct. 6-9 in Los Angeles, elected the following new officers:

- *President*—Robert Austin, The Spectator, Hamilton, Ontario
- *First Vice President*—Marty Petty, Kansas City (Mo.) Star and Times
- *Second Vice President*—H. Philip Nesbitt Jr., Chicago Sun-Times
- *Secretary*—Margaret Balough, Austin (Texas) American-Statesman
- *Treasurer*—David Gray, Providence (R.I.) Journal-Bulletin

Public confidence in press rises in latest Harris Survey

A national poll measuring the American public's confidence in 14 key institutions shows the press, like most other institutions, improved in its confidence rating last year.

Pollster Louis Harris, who conducted the annual survey in early October, said the press was found to generate "more confidence from the public than labor leaders, lawyers, state and local government leaders and those running business."

But Harris, outlining his findings Nov. 4 at the Associated Press Managing Editors Association Convention in Louisville, also said the press still lags behind those in charge of "organized religion, the President, college presidents, doctors, the U.S. Supreme Court, congressional leaders and those running television news."

The Harris survey showed 19 percent of respondents expressed a "great deal of confidence" in the press, compared with 14 percent in last year's survey. It is the highest level since 1980.

In the rankings, the press moved up from twelfth to ninth in the list of 14 institutions since last year.

Although Harris did not discuss them before the editors, additional survey results bolster his conclusion that the public's confidence in the press is rising.

Council renders a split decision in Lethbridge case

The Alberta Press Council issued a split decision Nov. 14 in a longstanding dispute between The Lethbridge Herald and the locally organized Committee for Quality Journalism.

One of the committee's complaints was that the newspaper failed to recognize the group as "legitimate." The council upheld the Herald on this point, saying it was not up to the newspaper to determine the committee's legitimacy.

Another complaint was that the paper failed to publish a letter stating that the committee had nothing to do with vandalism at the Herald's building. The council said the letter should have been published.

The final complaint was that the newspaper failed to report certain activities of the committee. "Let's acknowledge that

For example, when responses to questions dealing with "a great deal" of confidence and "only some confidence" are added together, analysts find that 82 percent express at least a modicum of confidence in the press as opposed to "hardly any" confidence or not being sure.

This year's aggregate figure is one of the highest ratings the press has ever had in Harris' institutions survey. Last year the combined figure was 75 percent [*presstime*, Feb. 1983, p. 4].

The number expressing "hardly any" confidence in the press dropped from 23 percent in 1982 to 17 percent in 1983.

For television news, 24 percent expressed a "great deal" of confidence in 1983, the same as in 1982 and 1981. The figure is down from 37 percent in 1979.

Harris noted that those stabilized scores for TV news compared to the press's increasing scores indicate a closing of the confidence gap between the two media. But he cautioned the editors not to "let TV news troubles put you to sleep."

Rather, he urged them to "take this small edge of credibility you have gained and build mightily upon it."

Harris also said the editors should "relish" any gains they get in public confidence. □

the Herald didn't go the extra mile to report on the committee's activities, which it should have," commented Jim Foster, a former provincial attorney general who heads the press council.

The council's findings, which followed an October hearing on the matter, were published verbatim in the Herald as required under the council's rules. Also under the rules of the council, of which the Herald is a voluntary member, the newspaper cannot comment either orally or editorially on the findings, according to Managing Editor John Farrington.

Complaints against the 26,248-circulation daily began in November 1982, several months after Farrington assumed the post of managing editor [*presstime*, July 1983, p. 43]. □

Equipment for sale

Due to the replacement of a DEC TMS-11 editorial system, the following is for sale immediately: twenty-two DEC VT71/t editorial terminals, five VT72/t terminals (28kw memory), eight VT61/t reporters/classified terminals, four LPD11 unibus/photocomp interfaces, two LPC01 photocomp interfaces, two PA611 paper tape punch/reader controllers, two PA68 paper tape punch/readers, one PDP11/70 (available late November) with 640kw core memory, two RP05 disks (88mb), two DH11 and 10 DL11 cards, one TE16 mag tape. In good condition, has been maintained by DEC since installation. All terminals are 220-240v. Contact Steve Conway, Chris Hugh-Jones or Hella Schrader, International Herald Tribune, 181 Ave. Charles de Gaulle, 92521 Neuilly Cedex, France; telephone 33-1-7471265 or telex 612718 F HERAL.

Two IBM 1131 computers, two Memorex model 660-0A disk drives, two Mergenthaler 505-TC typesetters, two Compuscan Alpha Hi-Speed scanners, 14 Ontel 462 VDTs, one model V-132-C data printer. Contact Peter D. Stewart, Purchasing Department, Democrat Publishing Co., P.O. Box 569, Santa Rosa, Calif. 95402; (707) 546-2020.

Four Goss Metro units available individually as unit additions or as a package with double 2:1 folder, 22 3/4-inch cutoff, either 55-inch or 56-inch web width (at your option). Each unit is complete with pump and rail inking system, substructure, RTP and unit drive; arranged for 60,000 pph running speed. Available after Jan. 1. Contact Ken Kniceley, production director, Charleston (W.Va.) Newspapers, 1001 Virginia St. E., Charleston, W.Va. 25301; (304) 348-5118.

One Compugraphic Unified composer, one Compugraphic ACM 9000 ad display machine, one Compu-scan Alpha slow-speed scanner (OCR). Contact Gerald Battles, The Daily Times, 110 W. Jefferson St., Ottawa, Ill. 61350; (815) 433-2000.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Counsel joins Legal Department

Rene P. Brown, former assistant corporation counsel for the District of Columbia, has joined ANPA as counsel.

A Washington, D.C., native, Brown was responsible for litigation in general civil cases in the corporation counsel's office. She also served as law clerk for Judge Norma Holloway Johnson of the U.S. District Court for the District of Columbia, and was an intern for Columbus Community Legal Services.



Rene P. Brown

Brown received her law degree in 1978 from the Catholic University Law School in Washington, where she won the Bureau of National Affairs Scholastic Award and was cited for other achievements. She earned a bachelor's degree in 1975 from Oberlin College, Oberlin, Ohio, where she majored in religion. □

New members

The Palm Beacher

Palm Beach, Fla. (circulation 3,000). Anthony K. Ryan, publisher.

The Beaches Leader

Jacksonville Beach, Fla. (circulation 7,900). Thomas H. Wood, publisher.

Blue vinyl holders for presstime are available for \$10. Each one holds about 24 copies of the magazine. To order, write presstime holder, ANPA, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041.



Regulatory environment for telecommunications

Experts in the economic, regulatory and legal fields analyze the regulatory environment for telecommunications in *Telecommunications Regulation Today and Tomorrow*.

Edited by Eli M. Noam, associate professor at Columbia University's Graduate School of Business, the book explores the changing roles of the Federal Communications Commission and state public service commissions, and the forthcoming roles of AT&T and the local operating companies that will be spun off in the Jan. 1 divestiture of Ma Bell.

It also covers concepts of competition and efficient policy in telecommunications, local telephone pricing in a competitive environment, access charges, the effect of long-distance competition on local rates, and local monopolies in cable television and telephone service.

It examines a state regulator's view of the telecommunications field and looks at likely future developments.

The 454-page hardback book is available for \$45 from Law & Business Inc., 757 Third-Ave., New York, N.Y. 10017. □

Twelve world dailies and how they operate

Powers of the Press examines the history, policies and finances of 12 of the world's most influential newspapers.

Martin Walker, a columnist and foreign correspondent for the Manchester Guardian, delves into The New York Times, The Washington Post, The Globe and Mail of Toronto, The Times of London, Le Monde of Paris, Die Welt of Hamburg, West Germany, Corriere della Sera of Milan, Italy, Pravda of Moscow, Al-Ahram of Cairo, Asahi Shimbun of Tokyo, The Age of Melbourne and The Rand Daily Mail of Johannesburg, South Africa.

In addition, Walker offers a comparative analysis of editorial reactions to major world events since 1945 and devotes a chapter to the comparison of each newspaper's coverage of Iran from 1971 to the fall of the Shah in 1979.

The 400-page hardback book is available for \$20 from The Pilgrim Press, 132 West 31 St., New York, N.Y. 10001. □

Tempest in Kokomo

I read with extreme interest your November article "Newspapers on the Block."

On page 10 you mentioned the sale of the Kokomo (Ind.) Tribune to Thomson Newspapers and the subsequent story in The Quill magazine by the former editor.

At the time of the sale I was general manager of the Kokomo Tribune, but I only stayed with the paper for nine months after the sale.

The article in The Quill by Bruce Van Dusen, the former editor, was extremely accurate and more than fair to the new ownership.

I would like to point out a discrepancy in your story. You note that Thomson executives informed you that the Kokomo Tribune was being battled by a weekly started by a former Tribune editor, before the paper was sold. This comment is totally inaccurate but typical of how the Thomson organization publicly responds to questions from the media.

The competing weekly was started after the sale to Thomson Newspapers and has since gone out of business.

The major item that Van Dusen neglected to tell in his Quill article was that the general manager, advertising manager, assistant advertising manager, classified advertising manager, promotion manager and the production manager all left or were terminated after Thomson purchased the Kokomo Tribune.

I'm sure that the Thomson organization does feel the Kokomo Tribune is a better paper but only because they have been able to increase profits by drastically reducing the entire staff of what was a very progressive and well-thought-of daily newspaper.

R. D. Isham

General manager

The Observer & Eccentric Newspapers
Livonia, Mich.

Editor's note: Isham is correct concerning the start-up of the former competing weekly. Thomson acquired the Kokomo Tribune Sept. 10, 1981; the first issue of the weekly was published Oct. 14, 1981, according to Thomson executives.



David R. Jolley



H. L. Stevenson



Thomas J. Holbein



Ed Mullins

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Freedom of the Press—New Challenges, New Resolve.** ANPA Director Katharine Graham, chairman of the board, The Washington Post Co. Ralph McGill Lecture, Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Oct. 5.
- **The Professional Way in Circulation.** David R. Jolley, president, The Toronto Star. Canadian Circulation Managers Association annual conference, Toronto, Sept. 27.
- **Communications: From Clipper Ship to Satellite.** H. L. Stevenson, executive vice president/editorial, United Press International. Tea Association of the U.S.A., Scottsdale, Ariz., Oct. 17.
- **Power in Research: Reaching the Newspaper Reader of the 1980s.** Thomas J. Holbein, executive vice president, Belden Associates, Dallas. International Newspaper Promotion Association Southern Region conference, Dallas, Oct. 24.
- **Newsroom Training.** Ed Mullins, dean, School of Communication, University of Alabama. Southern Newspaper Publishers Association Smaller Newspapers Seminar, San Antonio, Sept. 29.
- **UNESCO: A Time for Change.** Charles Z. Wick, director, U.S. Information Agency. French Institute of International Relations, Paris, Oct. 27.

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From the session on "The Media, Business and the Economy," conducted by the Citizens Choice National Commission on a Free and Responsible Media, Sept. 27, Chicago:

- **Remarks of Marvin R. Wortell,** president, Triton Industries Inc., Chicago.
- **Remarks of Harker Collins,** chief executive officer, Harker Collins & Co. Inc., Chicago.

...

From the "Voices of Freedom '83" conference, Sept. 29-Oct. 2, Talloires, France:

- **The "Protection of Journalists."** Horacio Aguirre, Diario Las Americas, Miami.
- **UNESCO and Us.** Hector L. Wynter, editor, The Daily Gleaner, Kingston, Jamaica.
- **How the Free Press Encourages Development in the Third World.** Kenneth Gordon, managing director, Trinidad Express Newspapers, Port-of-Spain, Trinidad.
- **UNESCO's Draft Program and Budget, 1985.** Rosemary Righter, diplomatic correspondent, The Sunday Times, London.
- **UNESCO: Getting Down to Cases.** Leonard R. Sussman, executive director, Freedom House, New York City.
- **Keynote Address.** Walter Cronkite, former CBS correspondent.

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December

ANPA ASNE APME Leadership in the Newsroom Workshop

Chicago Marriott, Dec. 5-7

ANPA Foundation Board of Trustees meeting

Vista Hotel, Washington, D.C., Dec. 7

ANPA Board of Directors meeting

The Newspaper Center, Reston, Va., and Vista Hotel, Washington, D.C., Dec. 7-8

ANPA Press Bar Relations Committee meeting

Gannett Co. Inc., New York City, Dec. 9

ANPA American Bar Association Task Force meeting

Gannett Co. Inc., New York City, Dec. 9

January

ANPA Labor and Personnel Relations Conference

The Pointe Tapatio, Phoenix, Jan. 8-11

ANPA technical committees' meetings

The Newspaper Center, Reston, Va., Jan. 10-11

ANPA Offset Press and Plate Seminar

The Newspaper Center, Reston, Va., Jan. 16-20

ANPA Convention Arrangements Committee meeting

The Waldorf-Astoria, New York City, Jan. 17

ANPA Board of Directors meeting

Lylford Cay Club, Bahamas, Jan. 23-25

ANPA Management Development Workshop

Westin South Coast Plaza, Costa Mesa, Calif., Jan. 23-27

ANPA Advanced Labor Relations Seminar

Kona Kai Club, San Diego, Jan. 30-31

ANPA Separation Techniques for Newspaper Reproduction Seminar

The Newspaper Center, Reston, Va., Jan. 30-Feb. 3

February

ANPA CPPA Technical Section Joint Standing Committee meeting

Don CeSar Hotel, St. Petersburg, Fla., Feb. 9-10

ANPA International Newspaper Promotion Association Newspaper Executives Marketing Seminar

Sheraton International Conference Center, Reston, Va., Feb. 12-18

ANPA Offset Press and Plate Seminar

The Newspaper Center, Reston, Va., Feb. 13-17

ANPA Newspaper Personnel Relations Association Personnel Practices, Procedures and Policies Seminar

Westin Hotel, Chicago, Feb. 19-22

ANPA Foundation Conference for Professional Support of Journalism Education

The Newspaper Center, Reston, Va., Feb. 27

ANPA Management Introduction to Newspaper Technology

The Newspaper Center, Reston, Va., Feb. 27-March 2

March

ANPA Press Bar Relations Committee meeting

International Club, Washington, D.C., March 5

ANPA American Bar Association Task Force meeting

Mayflower Hotel, Washington, D.C., March 6

ANPA Government Affairs Committee meeting

Mayflower Hotel, Washington, D.C., March 6-7

ANPA Conference for Newspaper Men and Women

Don CeSar Hotel, St. Petersburg, Fla., March 11-14

ANPA Offset Press and Plate Seminar

The Newspaper Center, Reston, Va., March 12-16

ANPA ASNE APME Leadership in the Newsroom Workshop

Chicago Marriott, March 19-21

ANPA Executive Committee meeting

The Washington Post Co., Washington, D.C., March 20

ANPA Telecommunications Committee meeting

Vista International Hotel, Washington, D.C., March 20-22

ANPA Foundation Newspaper in Education Program Development Conference

Denver Hilton, March 21-23

ANPA INPA Strategic Planning Seminar

Conference Center, Hidden Valley, Pa., March 25-29

ANPA Color Separation Techniques for Newspaper Reproduction Seminar

The Newspaper Center, Reston, Va., March 26-30

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